

ARCHIE
SERIES

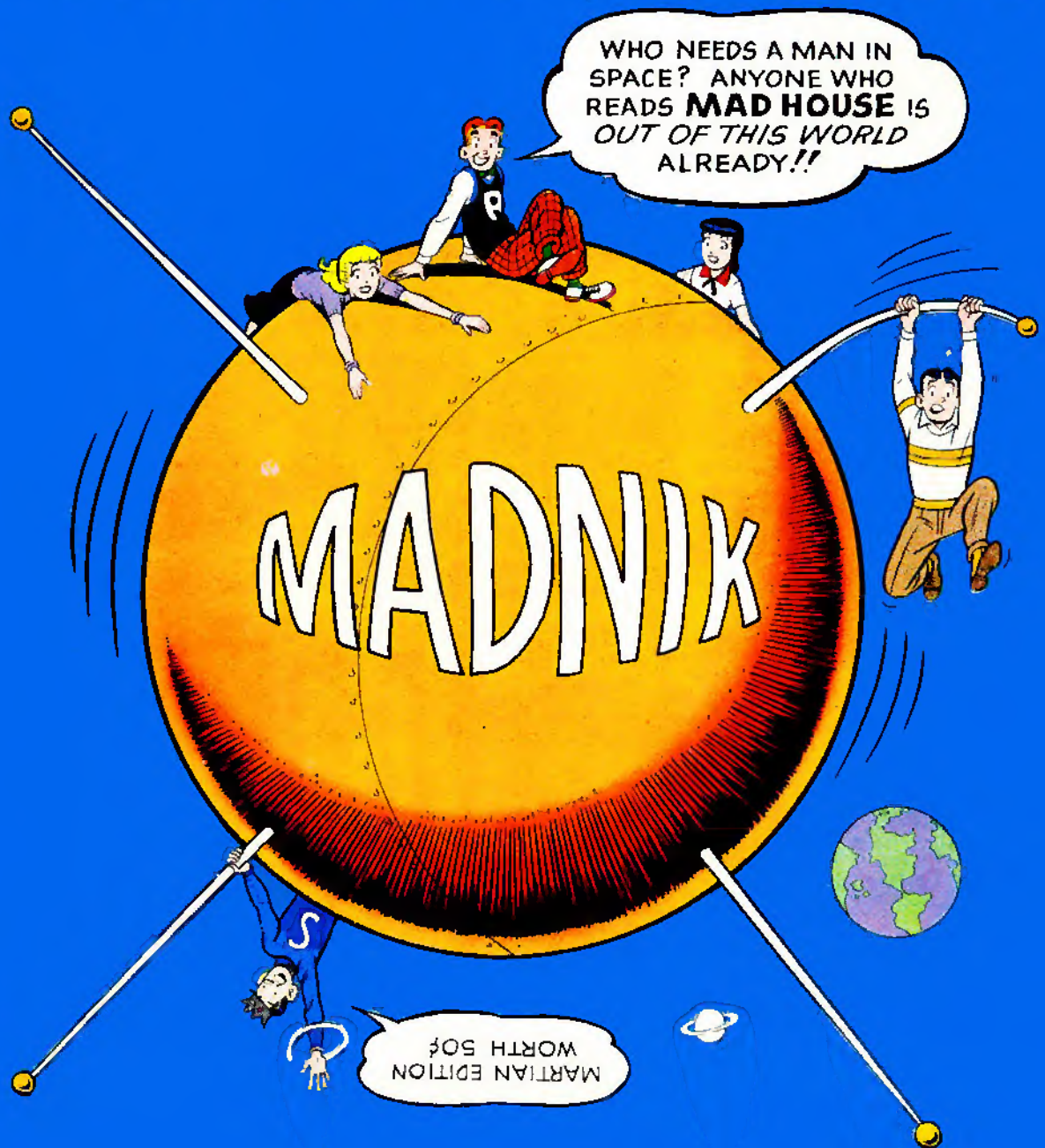
APR.

Archie's

10¢

APPROVED
BY THE
COMICS
CODE
AUTHORITY
PDC

MAD HOUSE



WHO NEEDS A MAN IN SPACE? ANYONE WHO READS **MAD HOUSE** IS OUT OF THIS WORLD ALREADY!!

MADNIK

MARTIAN EDITION
WORTH 50¢

JUGHEAD OBSERVES:

IT ALWAYS HAPPENS

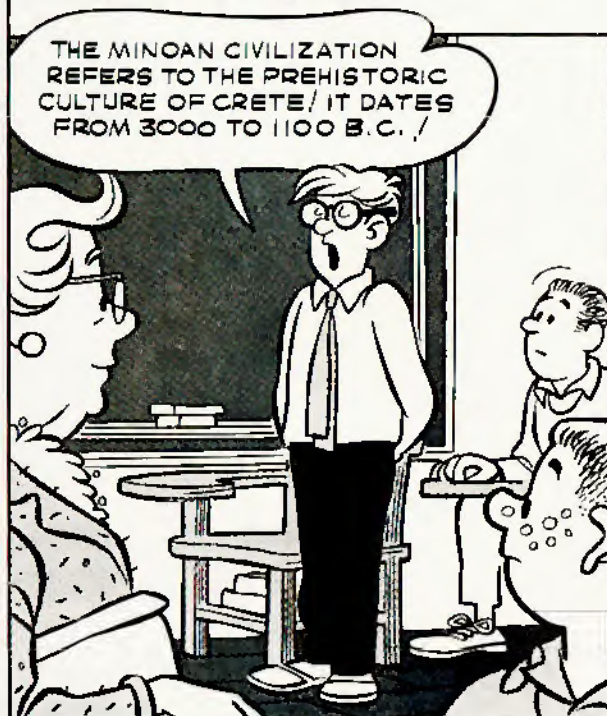
WHY IS IT? ON THE ROAD ALL THOSE IMPOSSIBLE SHOTS AND PLAYS WORK PERFECTLY....



BUT AT HOME, IN FRONT OF THE HOME FOLKS AND FAMILY FRIENDS EVERYTHING GOES BLOOEY!



IN THE CLASSROOM, THE CLASS GENIUS KNOWS ALL THE ANSWERS.....



BUT JUST GET HIM OUT ON A DATE....



SMALL SMALL WORLD

IT'S TIME
TO TAKE ANOTHER
TRIP AROUND THE
WORLD AND CHECK ON
PROBLEMS FACED BY
OTHER TEEN-AGERS!



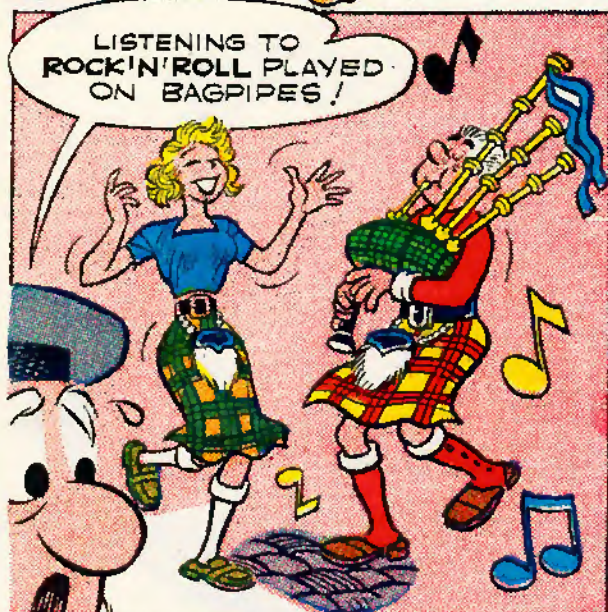
SCOTLAND

NOBODY KNOWS
THE SUFFERING
US POOR SCOTCH
FATHERS HAVE TO
GO THROUGH!

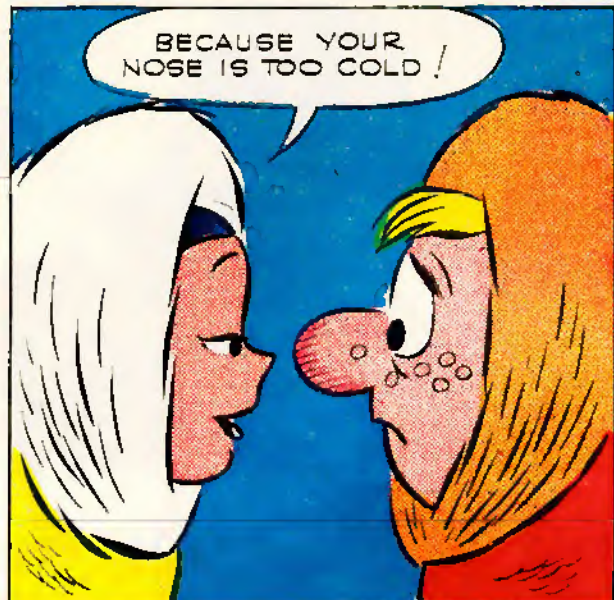
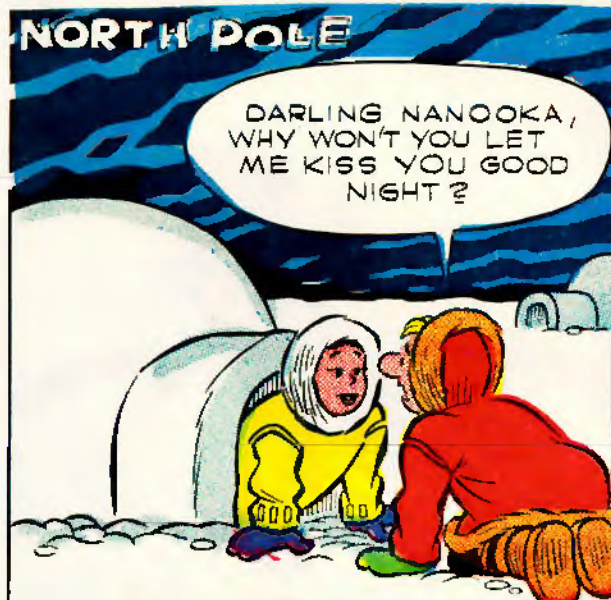
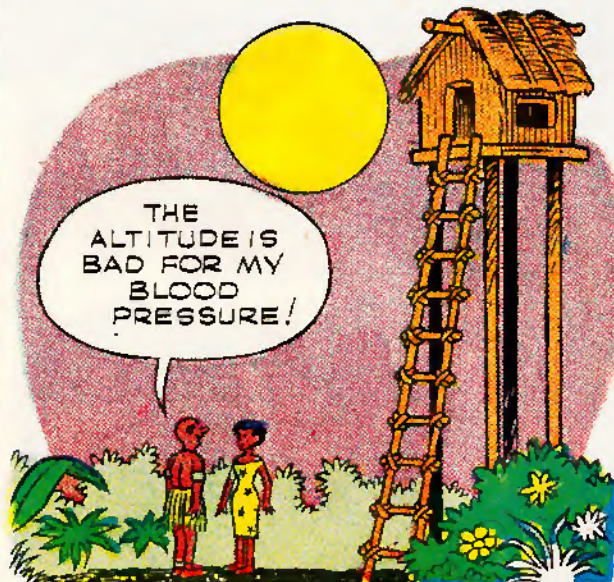
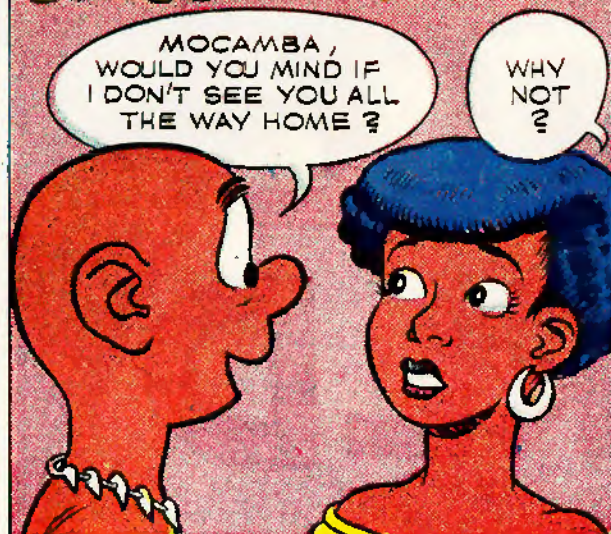
AND WHAT'S THAT,
MACTAVISH?



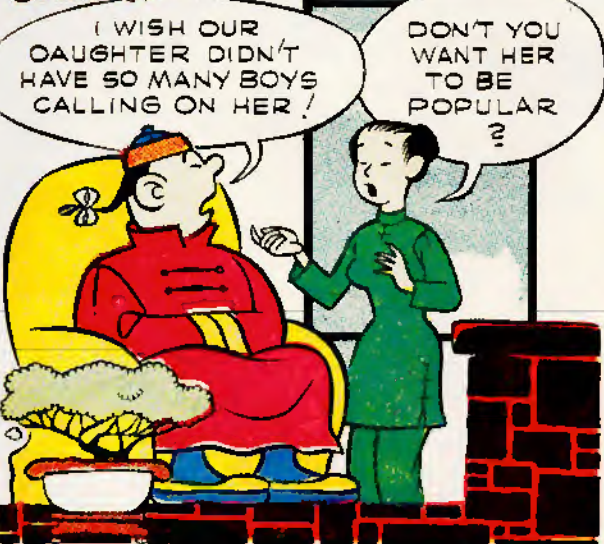
LISTENING TO
ROCKIN'ROLL PLAYED
ON BAGPIPES!



CONGO



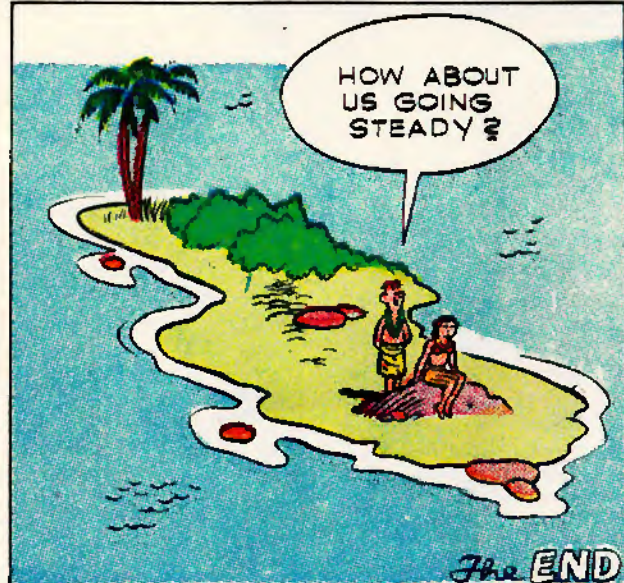
CHINA



IRAQ



SOUTH SEA





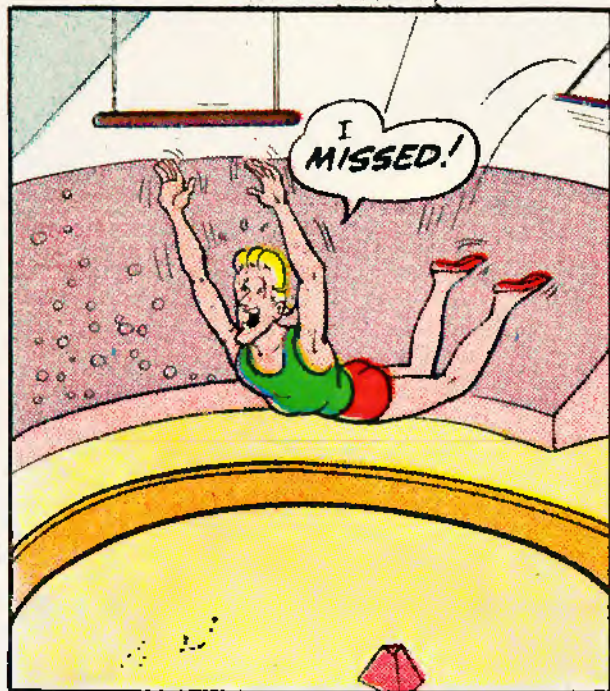
LIGHTS ★ CAMERA ★ ACTION!

BUT, JUGHEAD!
WHY CAN'T I HAVE
A STUNT MAN LIKE
THE OTHER ACTORS?



DIRECTOR OTTO VON JUGHEAD GETS MOVIE HERO ELVIS ROCKMORE INTO SOME MORE TIGHT SITUATIONS! THEN HE SHOWS HOW TO RESCUE THE HERO!

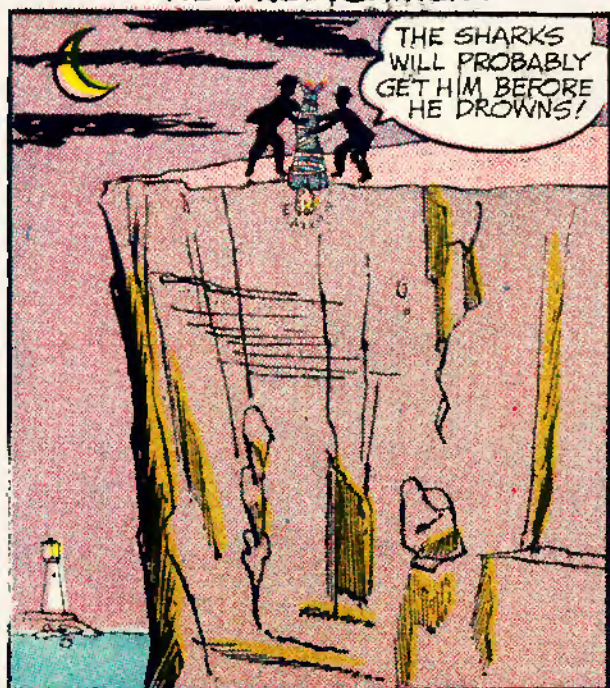
• THE PREDICAMENT •



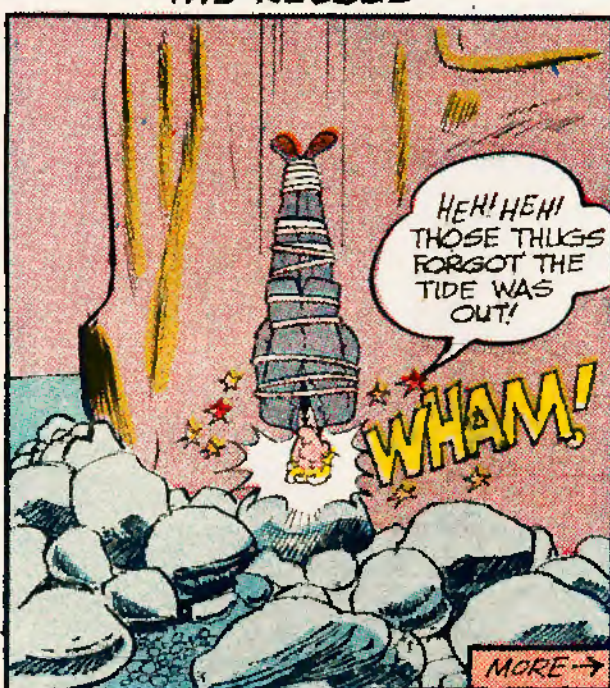
• THE RESCUE •



• THE PREDICAMENT •



• THE RESCUE •

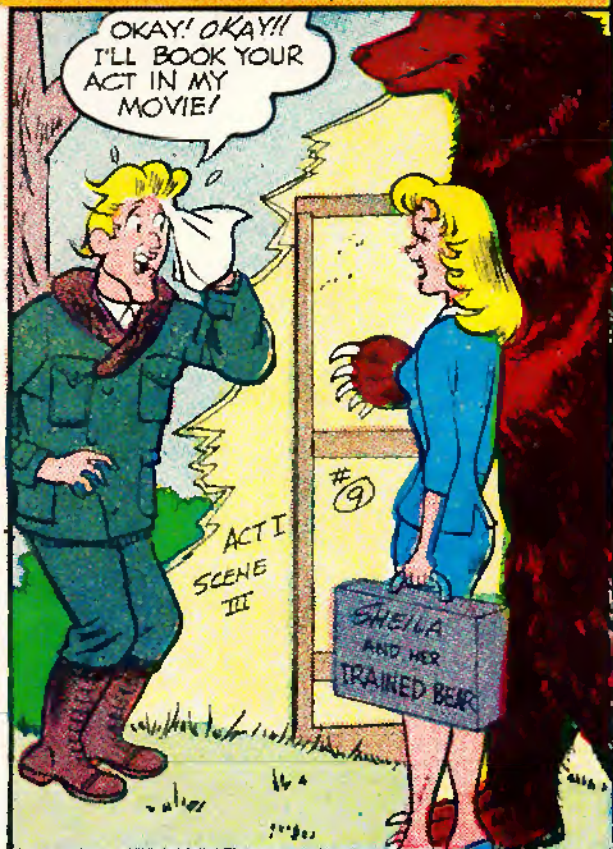


MORE →

• THE PREDICAMENT •



• THE RESCUE •



• THE PREDICAMENT •



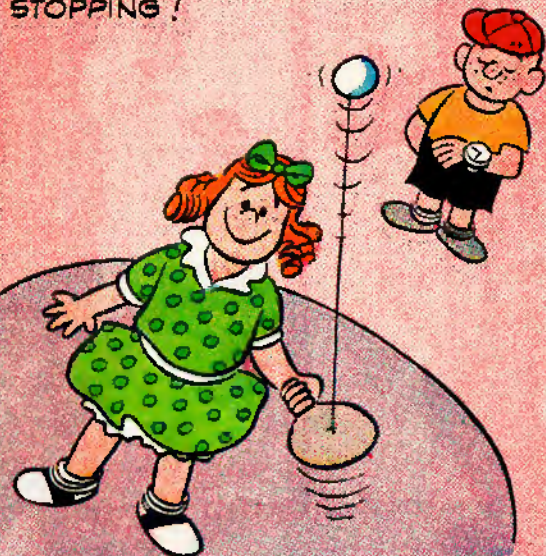
• THE RESCUE •



END.

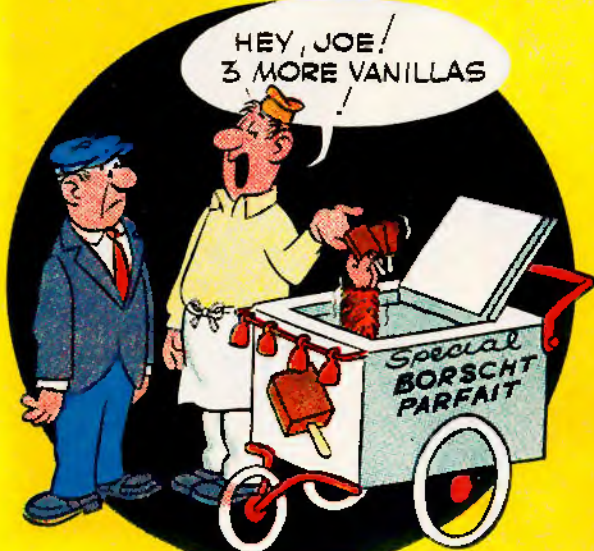
the Madhouse HALL OF FAME

PHOEBE FOBIA PADDLED FOR 5 HRS AND 43 MINUTES WITHOUT STOPPING!

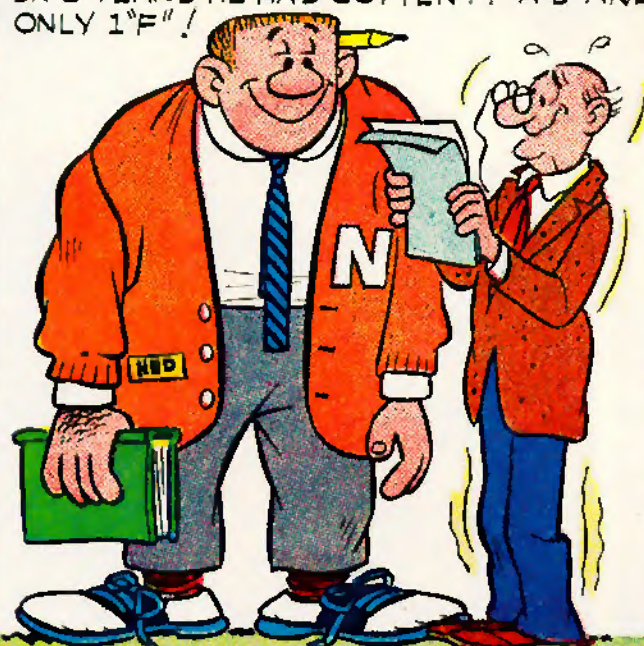


PHOEBE FINALLY HAD TO STOP WHEN HER FATHER PADDLED HER FOR BEING LATE FOR SUPPER!

SAM BELLINGER HAS BEEN THE ACE GOOD HUMUS ICE CREAM SALESMAN FOR 4 YEARS. MODEST SAM GIVES ALL THE CREDIT TO HIS ASSISTANT **TINY JOE SPUMONI**!

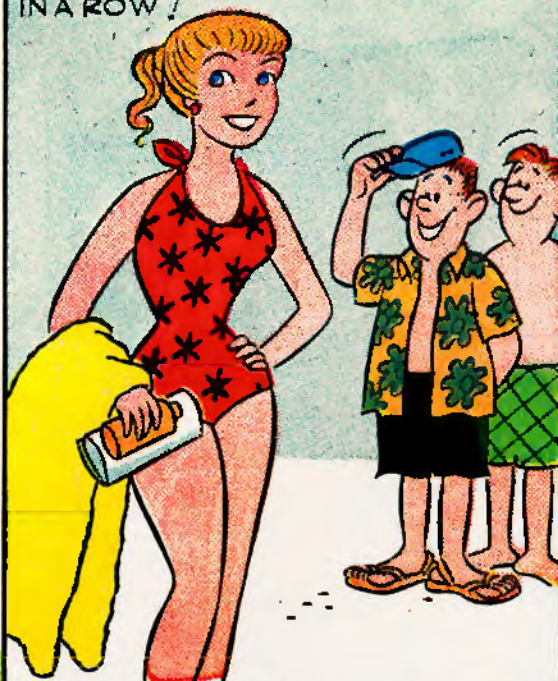


NED ANDERTHAL IS THE STATE HIGH SCHOOL WRESTLING CHAMP AND AN HONOR STUDENT AS WELL! IN 3 YEARS HE HAS GOTTEN 14 "A"s AND ONLY 1 "F"!



THE TEACHER WHO GAVE HIM THE "F" IS STILL HOSPITALIZED!

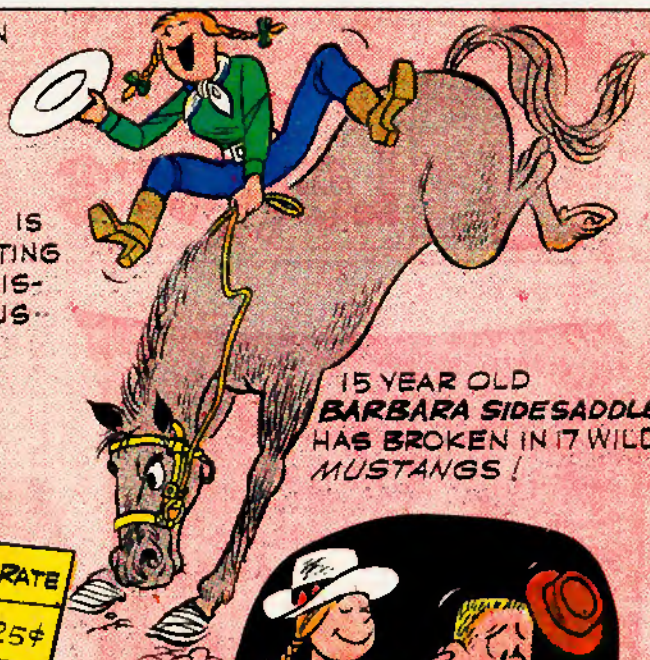
HORTENSE HEPHZIBAH HAS BEEN VOTED THE MOST POPULAR GIRL AT DAYTONA BEACH FOR 2 YEARS IN A ROW!



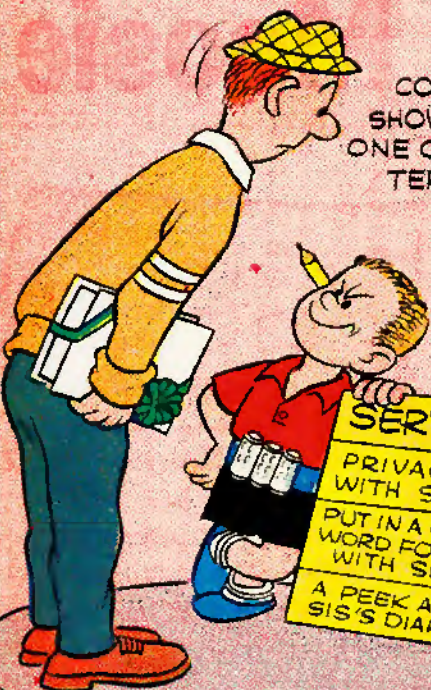
.. AND HORTENSE CAN'T EVEN SWIM!

COURTNEY SHAKEDOWN HAS BEEN VOTED BY HIS CLASSMATES AS MOST LIKELY TO SUCCEED!

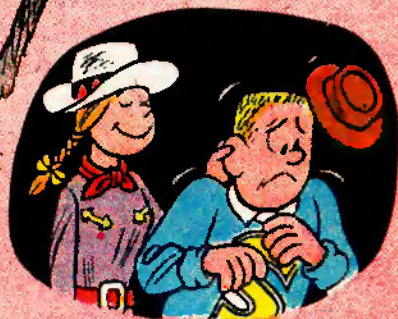
COURTNEY IS SHOWN GREETING ONE OF HIS SISTER'S BEAUS--



15 YEAR OLD **BARBARA SIDESADDLE** HAS BROKEN IN 17 WILD MUSTANGS!

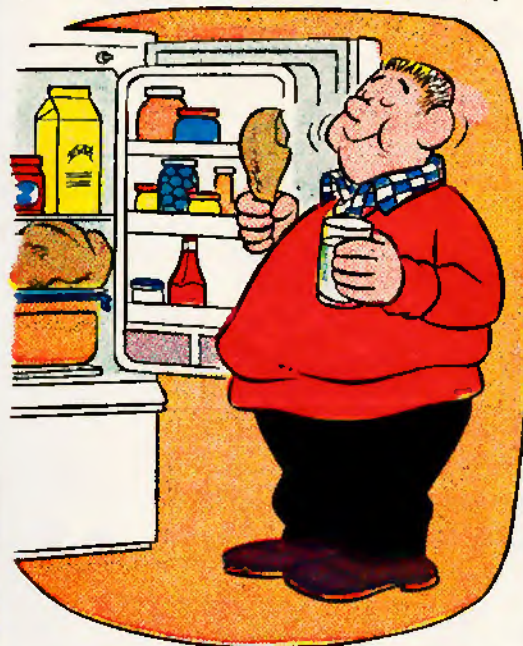


SERVICE	RATE
PRIVACY WITH SIS	25¢
PUT IN A GOOD WORD FOR YOU WITH SIS	5¢ PER WORD
A PEEK AT SIS'S DIARY	\$1.00



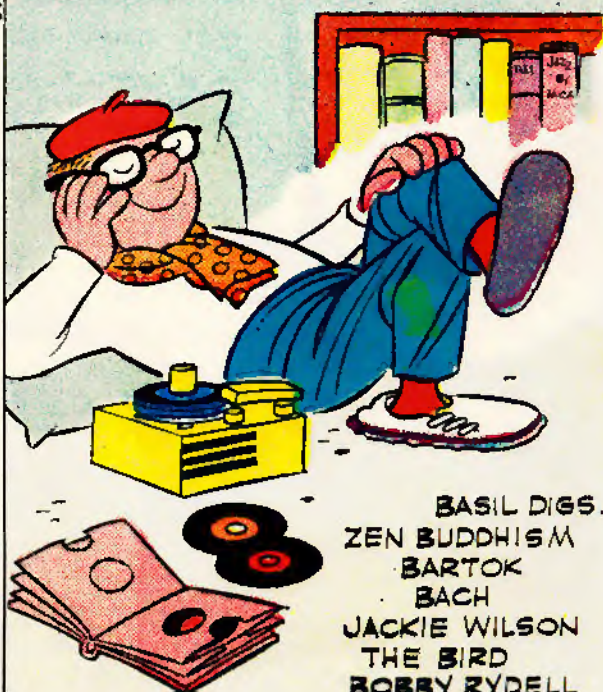
..... AND 3 WILD BOYS !!

JOE BURPWELL OF CHOWTOWN, OHIO SET A NEW RECORD WHEN HE CLEANED OUT THE REFRIGERATORS OF 4 GIRL FRIENDS IN ONE DAY!



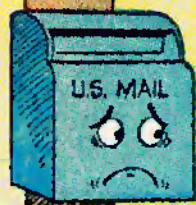
THE TOWNS IRATE FATHERS HAVE SINCE CLEANED CHOWTOWN OF JOE

BASIL ESPRESSO IS THE HIPPEST BEATNIK IN CUBEVILLE, MONTANA!



BASIL DIGS...
ZEN BUDDHISM
BARTOK
BACH
JACKIE WILSON
THE BIRD
BOBBY RYDELL
and SHISH KEBAB

HIS DAD SAYS THE ONLY THING BASIL DOESN'T DIG IS THE SNOW OFF THE FRONT SIDEWALK!



ON HIS LAST BIRTHDAY, SOMEBODY MADE THE TRAGIC MISTAKE OF GIVING MOOSE A PEN AND A BOX OF STATIONERY. THE RESULT OF THAT "BOO-BOO" CAN BE SEEN IN THIS RIDICULOUS COLLECTION OF--

Letters from Moosie

Dear Laundry-

Please don't put any more starch in my shirts. I am trying to reduce, and my doctor told me that anything with starch in it is fattening.

Sincerely yours,
Moose



Dear Archie-

This is to remind you that the High School Band will march in the parade next Sunday afternoon. But if it rains in the afternoon, the parade will take place in the ~~the~~ morning.

Regards,
Moose

Dear Sir-

I am enclosing a check for \$5, for your charity drive. I did not sign the check, as I want my good deed kept a secret.

Very Truly yours,
Moose



Dear Mr. President-

I wanted to write to you, but you are probably tired of reading all the letters you get. So if you don't read this letter, please write and let me know, and I'll send it to some body else.

Yrs truly,
Moose

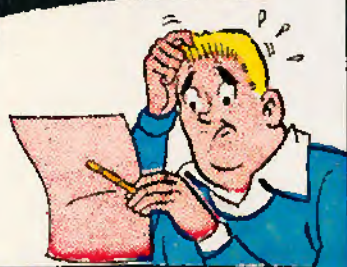


Gentlemen-

Yesterday you sent ~~me~~ back my \$10 check from the bank. It was marked NO FUNDS. How hum a big bank like yours can be so short of money?

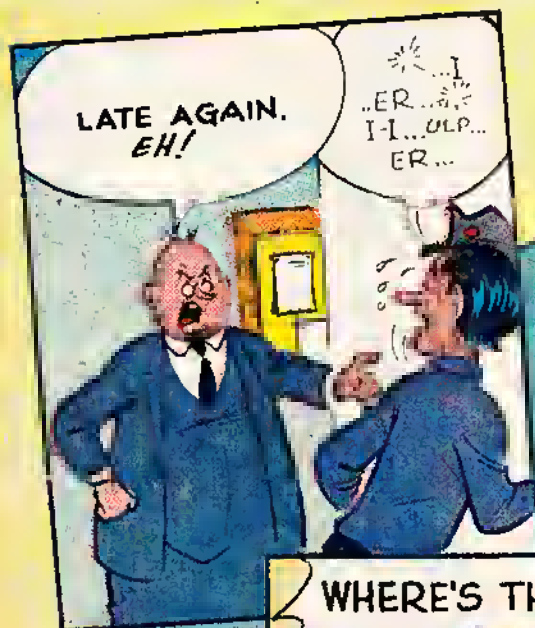


Sincerely
yours -
Moose



DON'T LET THIS HAPPEN TO YOU!

DUH!



DON'T STAMMER...! DON'T BE TONGUE-TIED...!!

ALWAYS HAVE AN **EXCUSE READY** FOR ANY EMBARRASSING SITUATION! **BE PREPARED** WITH A TRIED AND PROVEN **EXCUSE!** IT'S EASY WHEN YOU SUBSCRIBE TO OUR MAGAZINE---

"ALIBI ANONYMOUS BULLETINS."

YOU'LL NEVER BE AT A LOSS FOR WORDS EVER AGAIN!
HERE ARE SOME OF THE BULLETINS YOU CAN SEND FOR



FOR WEATHER FORECASTERS

FOR BREAKING DATES...

FOR FATHERS...

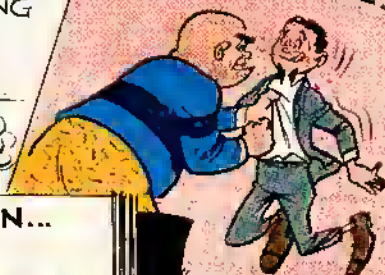
"WHY I CAN'T RAISE
YOUR ALLOWANCE..."



FOR SPEEDING



FOR EVERYONE...



"WHY I
CAN'T PAY
YOU BACK..."

FOR FISHERMEN...



"WHY HE
GOT AWAY..."

FOR CAPE CANAVERAL



FOR DENTED FENDERS...



FOR POLITICIANS...



"WHY WE LOST THE
ELECTION..."

- ☐ DEMOCRATS
- ☐ REPUBLICANS

FOR ATHLETES...



"WHY MY GAME WAS
OFF..."

- ☐ FOOTBALL
- ☐ BASEBALL
- ☐ GOLF
- ☐ PING PONG, ETC.

FOR THE DAY
AFTER NEW
YEAR'S DAY



HURRY! LEARN TO ALIBI
LIKE THE PROFESSIONALS!

IF YOU DON'T SEE WHAT
YOU WANT, WE CAN SEND
YOU A CUSTOM MADE
EXCUSE FOR ANY
SITUATION !

GENTLEMEN: YOUR BULLETINS ARE JUST
WHAT I'VE BEEN LOOKING FOR ! I WANT
TO SUBSCRIBE TO YOUR MAGAZINE !
I'M ENCLOSING \$3,999,999.99, YOUR
BARGAIN RATE !

NAME _____

ADDRESS _____

FINANCIAL STANDING (BE HONEST!)

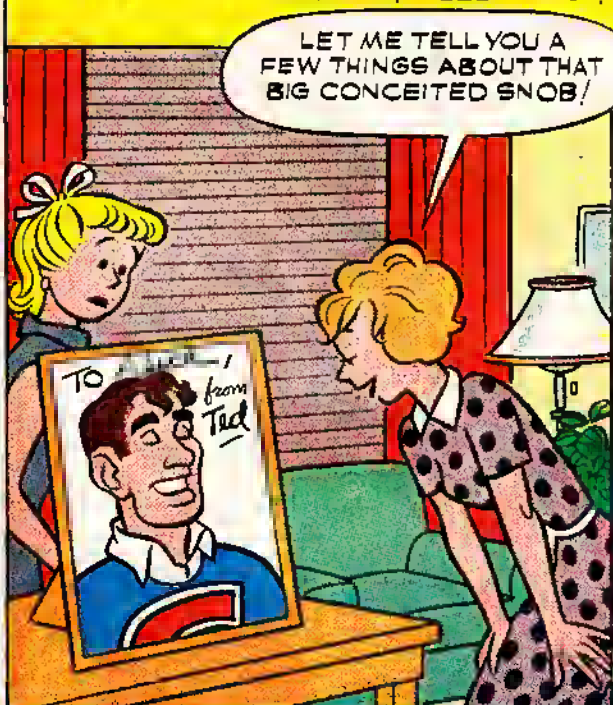
**PLEASE SEND ALL THE MONEY, EXCUSES
WILL NOT BE ACCEPTED !**

VERONICA SAYS:

IT ALWAYS HAPPENS

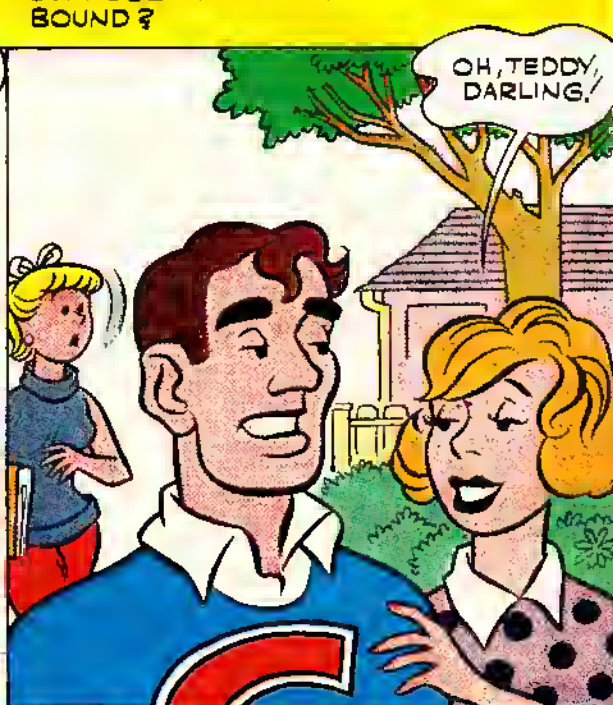
ALICE WAS GOING STEADY WITH TED UNTIL HER BEST FRIEND MYRNA, WISED HER UP!

LET ME TELL YOU A FEW THINGS ABOUT THAT BIG CONCEITED SNOB!



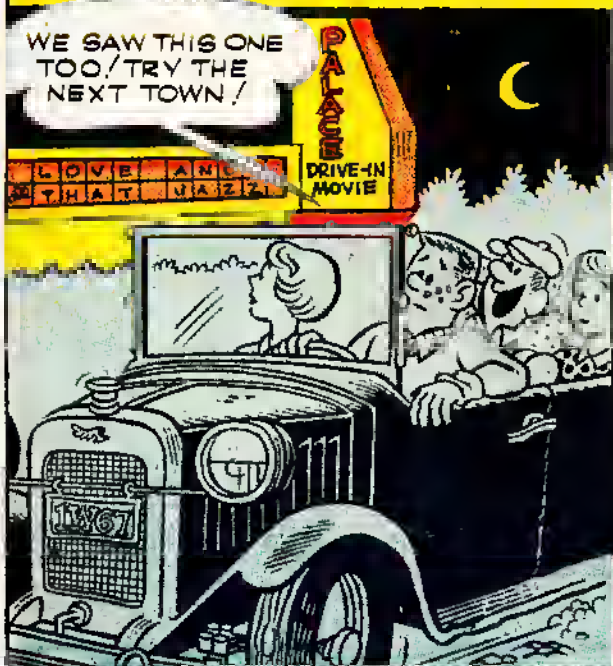
ALICE DROPPED TED, AND WHO DO YOU SUPPOSE PICKED HIM UP ON THE RE-BOUND?

OH, TEDDY, DARLING!



YOU DRIVE AROUND TO A DOZEN DIFFERENT DRIVE-INS TO SATISFY THE COUPLE IN THE BACK SEAT!

WE SAW THIS ONE TOO! TRY THE NEXT TOWN!



FINALLY, YOU FIND A SHOW THEY HAVEN'T SEEN... BUT DO YOU THINK THEY BOTH-ER TO LOOK AT THE PICTURE?

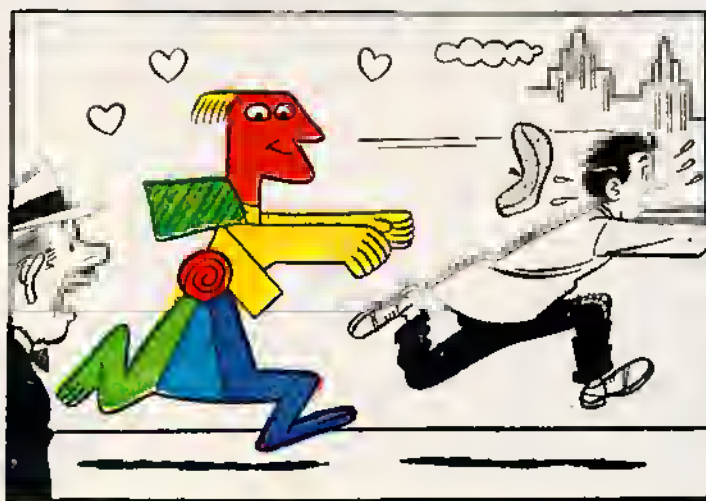
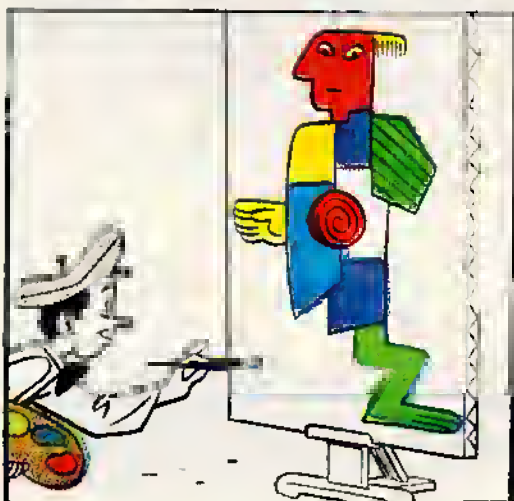
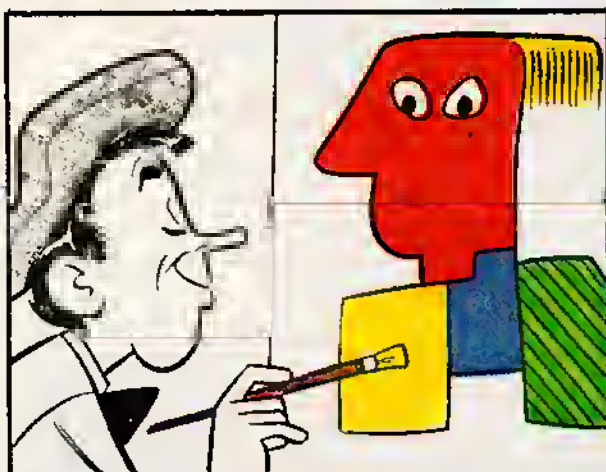
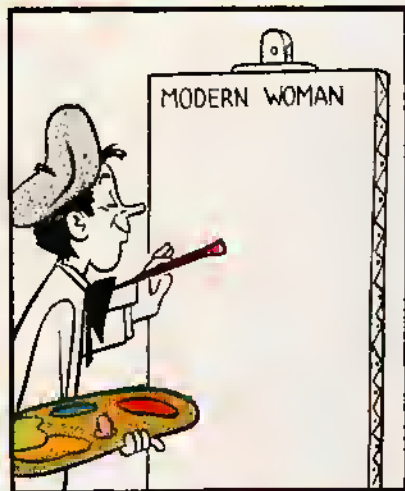
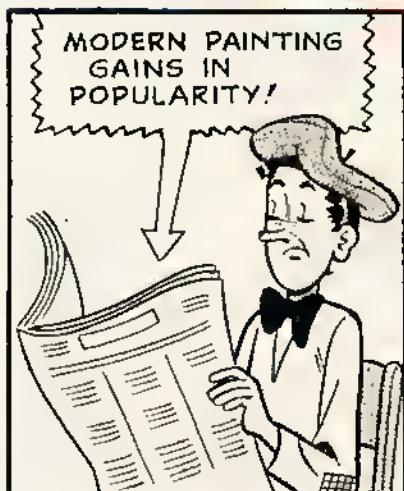


Jughead



DIPSY DOODLES

"ART FOR ART'S ACHE!"



MADHOUSE PRESENTS:

TEEN-AGE OLYMPICS

THE NEXT OLYMPICS MAY BE THREE YEARS AWAY BUT IT'S NOT TOO EARLY TO THINK OF BRINGING THE OLYMPICS *UP-TO-DATE* WITH EVENTS GEARED TO THE INTERESTS OF *TODAYS TEEN-AGERS!*

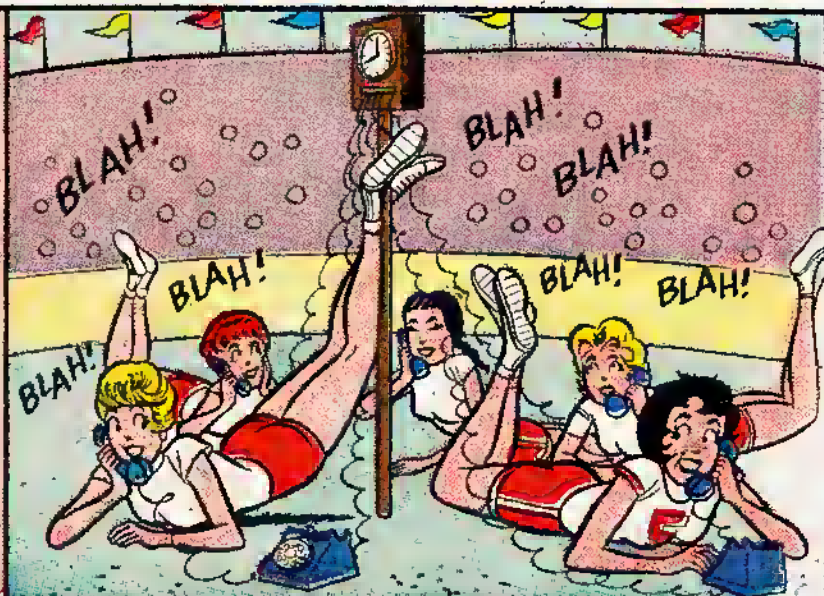
COVETED AWARD IS FILLED WITH ICE CREAM SODA



TELEPHONE MARATHON

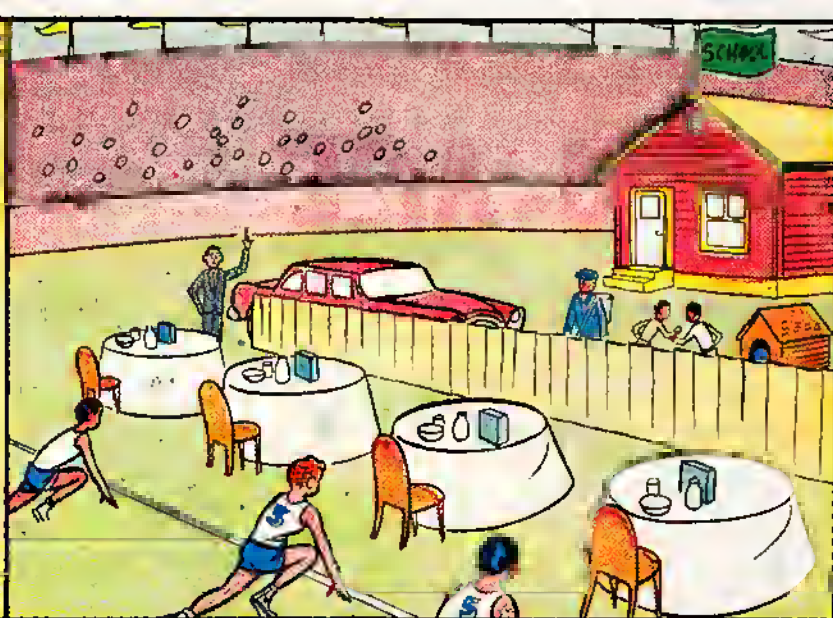
(GIRLS CATEGORY)
EVENT OPEN TO GIRLS OF ALL NATIONS.
CONTESTANTS MUST TALK CONTINUOUSLY FROM EITHER STANDING, SITTING OR PRONE POSITION. THE LAST ONE TO HANG UP IS DECLARED THE WINNER!

NOTE! THIS CONTEST WILL BE CANCELLED IF THE TELEPHONE MARATHON FROM THE PREVIOUS OLYMPIC IS STILL IN PROGRESS!



MAKING-SCHOOL-ON-TIME STEEPLECHASE

EACH CONTESTANT
MUST EAT BREAKFAST,
GRAB BOOKS AND
RUN A 500 YD
OBSTACLE COURSE
CONSISTING OF
DOGS, CATS,
CHILDREN, MAILMEN
AND AUTOS.
THE FIRST ONE TO
REACH SCHOOL
IS DECLARED
THE WINNER!



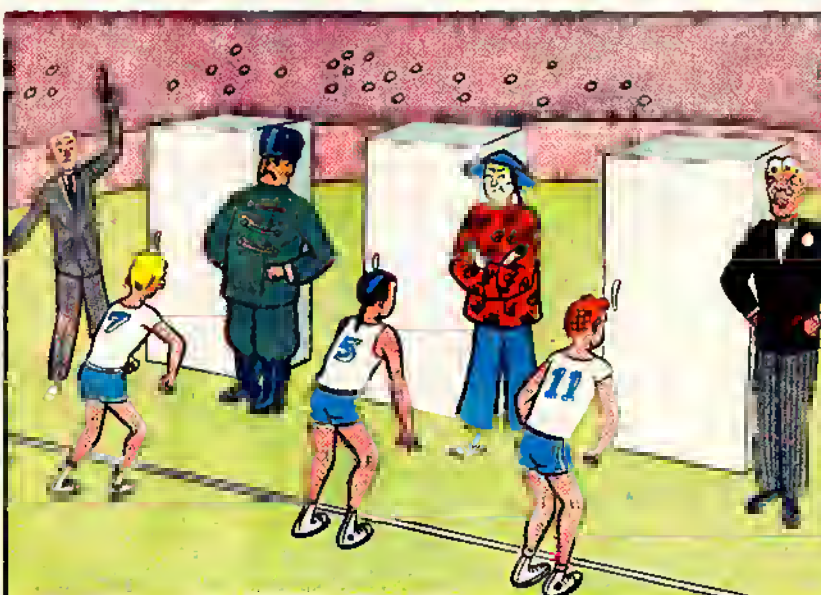
ICE BOX RAID

(BOYS CATEGORY)

CONTESTANTS MUST
EMPTY GIRL FRIEND'S
ICE BOX UNDER THE
NOSE OF HER SCOWLING
FATHER. THE FIRST ONE
TO FINISH AND BURP IS
DECLARED THE WINNER!

THE CONTEST IS RUN IN
3 DIVISIONS -

1. LIGHTWEIGHT
2. MIDDLEWEIGHT
3. CHOWHOUND!



CANOE DATE CONTEST

CONTESTANTS MUST
ENDEAVOR TO ENTERTAIN
THEIR DATES!

POINT SCORE WILL BE
BASED ON FOLLOWING
CATEGORIES:

- * TELLING JOKES
- * SINGING
- * PLAYING GUITAR *
- * PITCHING WOO

* RUSSIAN CONTESTANTS
MAY SUBSTITUTE
BALALAIKA.



(GIRLS CATEGORY)

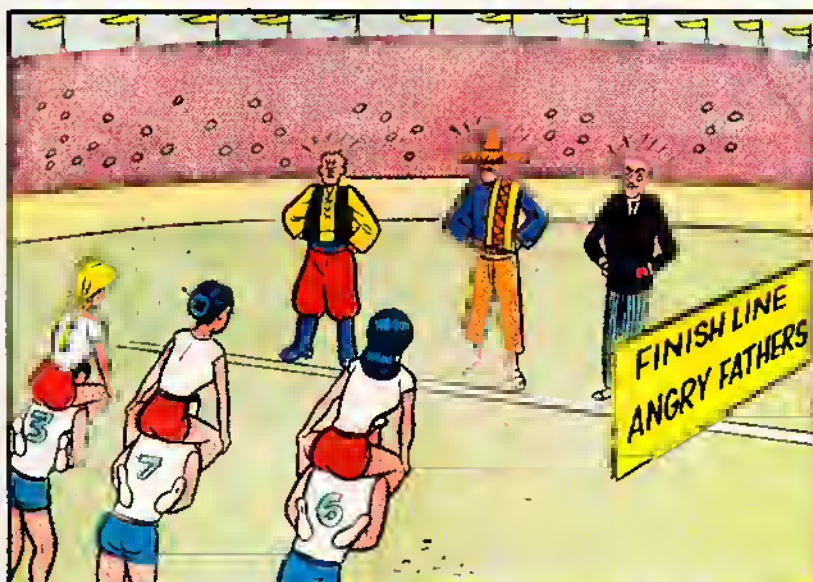
EACH CONTESTANT
MUST KISS 3 JUDGES
WHO WILL BE BLIND-
FOLDED TO INSURE
IMPARTIALITY!

WINNER WILL BE DETERMINED AS SOON AS JUDGES HAVE RECOVERED!



FIRST CONTESTANT
TO CROSS THE FINISH
LINE WITH HIS DATE
WILL BE DECLARED
THE WINNER!

IN CASE OF TIE, WINNER
IS DETERMINED BY
BEST EXCUSE FOR
BEING LATE!

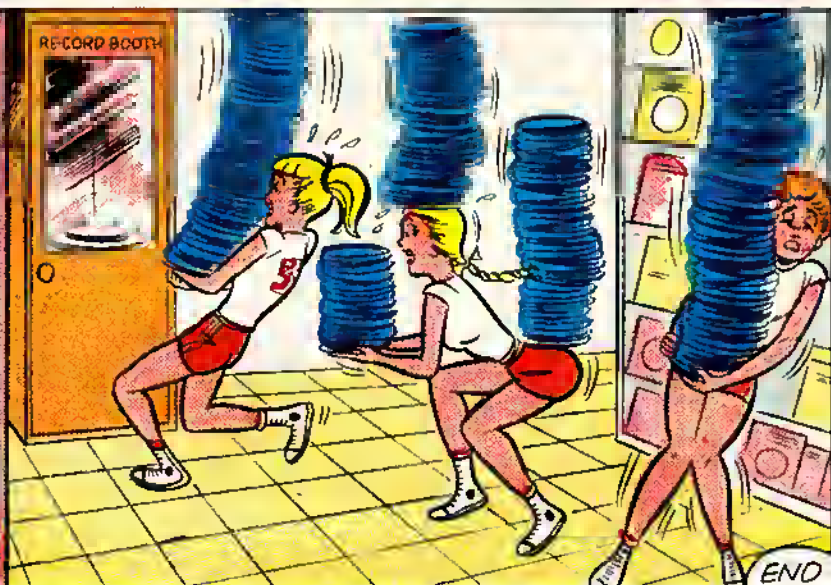


ROCK 'N' ROLL WEIGHT LIFT

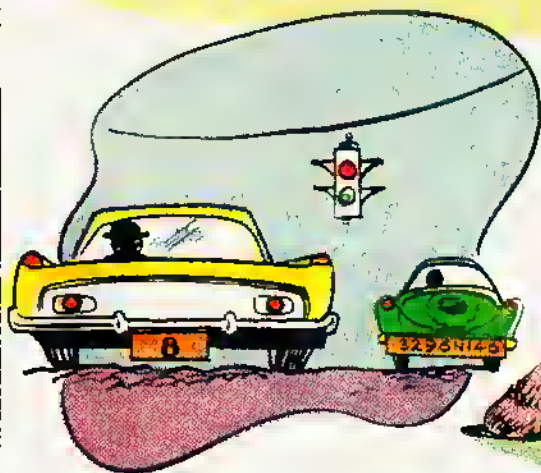
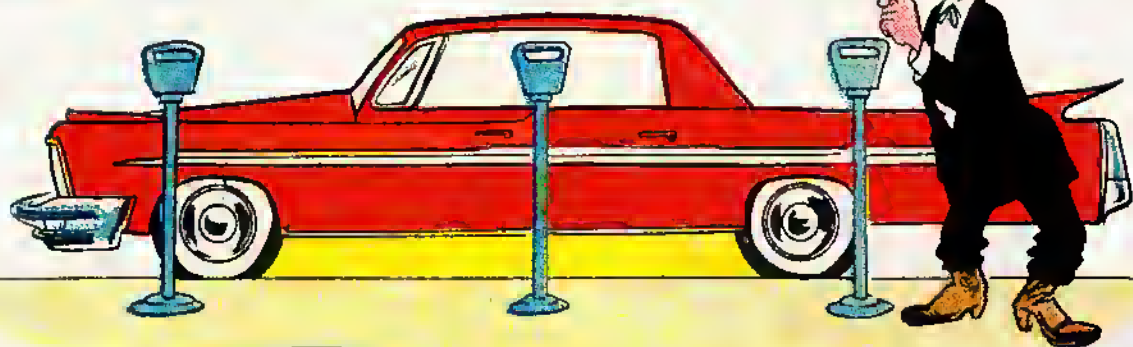
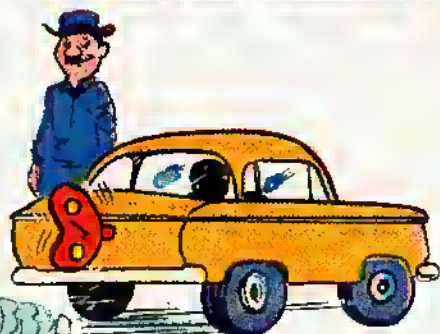
THE CONTESTANT
WHO CAN CARRY THE
MOST RECORDS
FROM THE RECORD
COUNTER TO THE
RECORD BOOTH
WILL BE DECLARED
THE WINNER!

THE CONTEST WILL BE CONDUCTED IN THREE CATEGORIES:

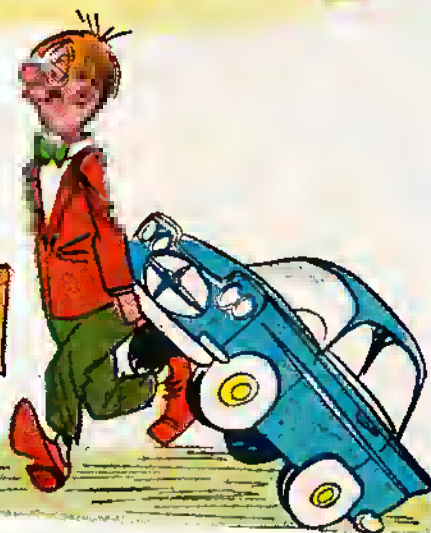
33 1/3 RPM
45 RPM
78 RPM



CARTOONS



GAS
AHEAD



NO
PARKING



NO
PARKING



ARCHIE SAYS...

YEARS AGO PEOPLE USED SECRET SIGN LANGUAGE,
BASED ON HOW THEY HELD FANS OR PASTED ON POSTAGE
STAMPS! NOWADAYS KIDS DO THE SAME THING WITH FRAT PINS!
BUT LEAVE IT TO **MAD HOUSE** TO COME UP WITH THE BEST IDEA
---A LANGUAGE BASED ON HOW TO WEAR YOUR NECKTIE!!

HERE IT IS---THE GREAT NEW TEEN-AGE LANGUAGE,
CREATED ESPECIALLY FOR OUR READERS (WHO ARE
KOOKIE ENOUGH TO UNDERSTAND IT!!!)

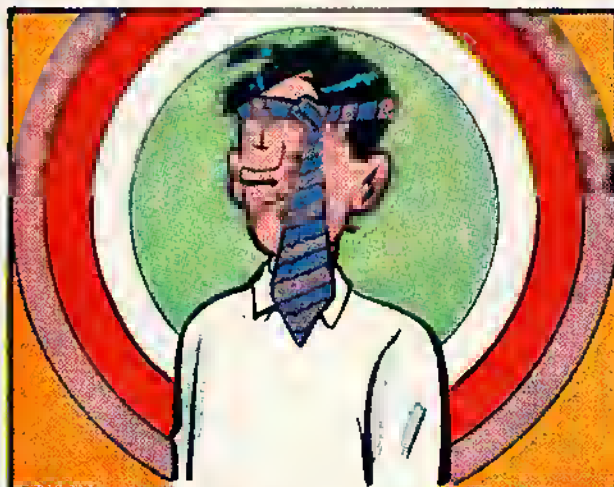
MAD HOUSE'S **TIE TALK!**



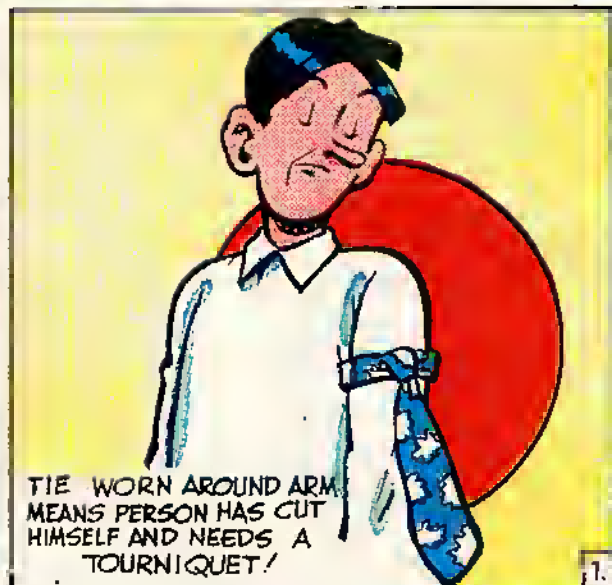
TIE WORN NORMALLY AROUND NECK MEANS
PERSON IS 1) HAVING DINNER AT HIS GRAND-
MOTHER'S HOUSE!
2.) SICK.



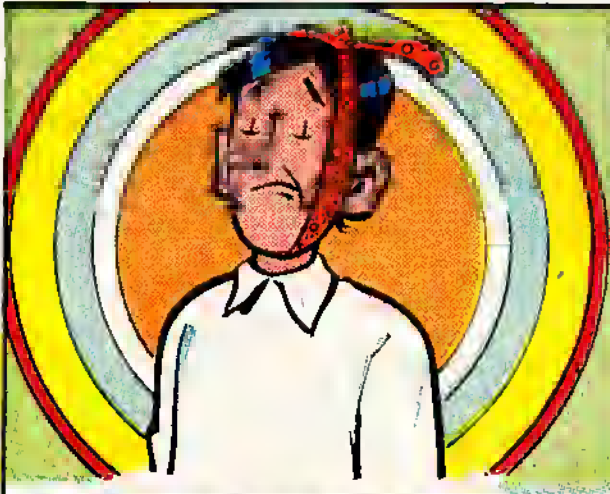
TIE WORN OVER SHOULDER MEANS
PERSON IS LATE FOR SCHOOL AND
HAD TO RUN ALL THE WAY!



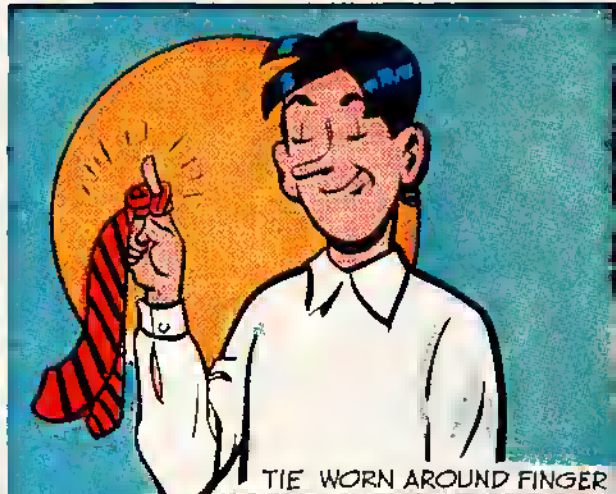
TIE WORN AROUND FOREHEAD MEANS
PERSON IS 1) VERY SHORT,
2) THINKS HE'S AN INDIAN!



TIE WORN AROUND ARM
MEANS PERSON HAS CUT
HIMSELF AND NEEDS A
TOURNIQUET!



TIE WORN AROUND JAW MEANS PERSON IS ON HIS WAY TO THE DENTIST.



TIE WORN AROUND FINGER MEANS PERSON HAS FORGOTTEN SOMETHING HE WAS SUPPOSED NOT TO FORGET!

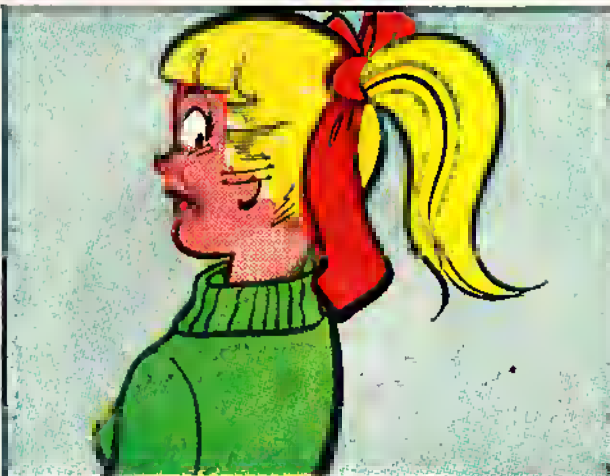


WEARING OF A POLKA DOT BOW TIE MEANS PERSON IS A FAN OF "ARCHIE COMICS"



WEARING OF A BOW TIE UNDER NOSE MEANS PERSON IS A FAN OF GROUCHO MARX.

.... AND FOR THE GALS....



TIE WORN AROUND PONY TAIL MEANS FATHER WILL BE PLENTY MAD WHEN HE FINDS IT MISSING.



TIE WORN AROUND WRIST MEANS BOY FRIEND WAS TOO CHEAP TO BUY A BRACELET!

END.

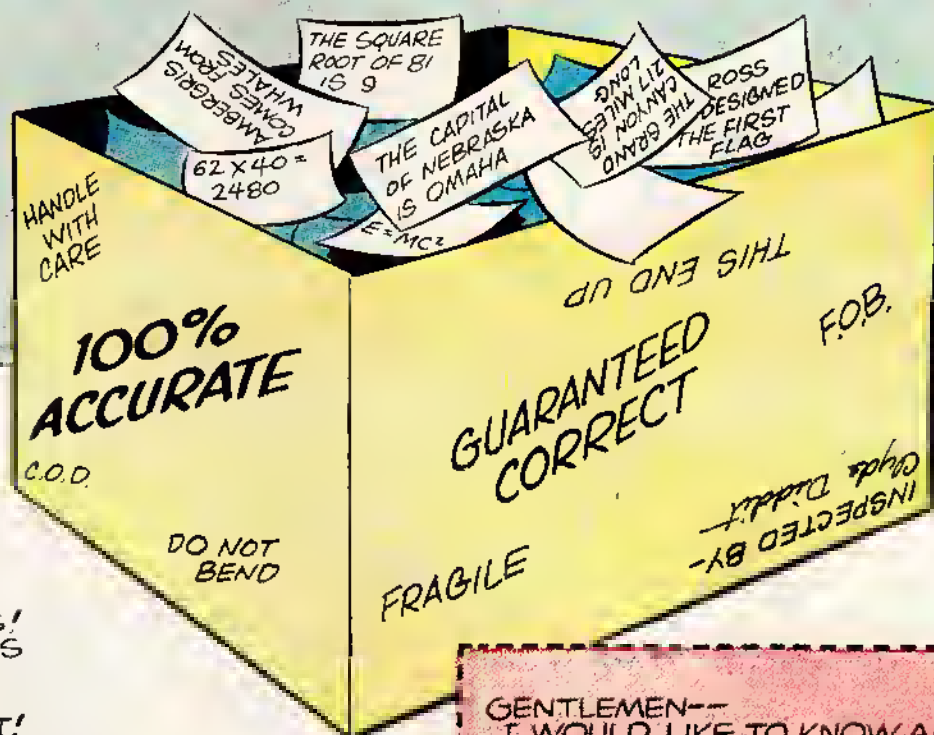
DILTON SAYS

**ATTENTION ALL MORONS, NITWITS
AND JUST PLAIN KIDS!!**

STOP FAILING THOSE EXAMS! SEND TODAY
FOR MADHOUSE'S PEACHY NEW COLLECTION OF--

10000

**GENUINE, ASSORTED
QUIZ ANSWERS**



**FACTS!
FIGURES!
ANSWERS
TO FIT
EVERY
SUBJECT!**

**SEND FOR THIS
NIFTY ASSORTMENT
TODAY AND
BECOME
THE SMARTEST
IDIOT IN YOUR
NEIGHBORHOOD!**

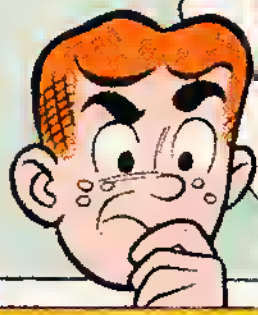
**GENTLEMEN--
I WOULD LIKE TO KNOW ALL
THE ANSWERS! SEND ME YOUR
ASSORTMENT! I ENCLOSE \$738
AND THE STATE OF RHODE ISLAND!**

NAME _____

ADDRESS _____

STRAIGHT JACKET SIZE _____

NASTY SUSPICIONS



I WONDER IF IT'S REALLY TRUE! HMM!



DO YOU SUPPOSE IT'S POSSIBLE?

WHAT BOYS SUSPECT ABOUT GIRLS

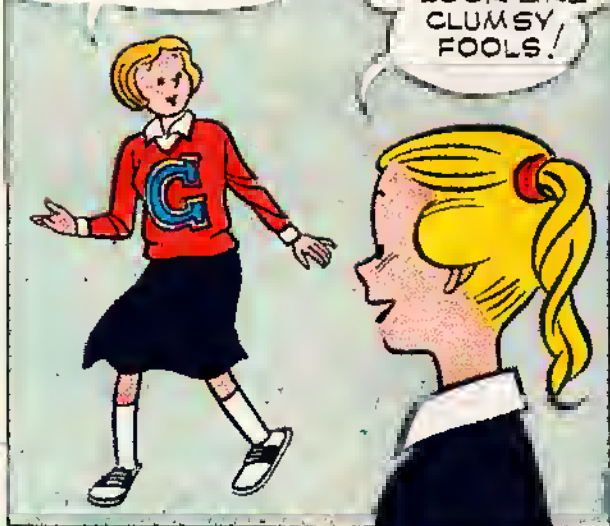
YOU FINISHED DRESSING AN HOUR AGO! HOW COME YOU'RE STILL KEEPING YOUR BOYFRIEND WAITING?

HELL APPRECIATE ME JUST THAT MUCH MORE, MOTHER!



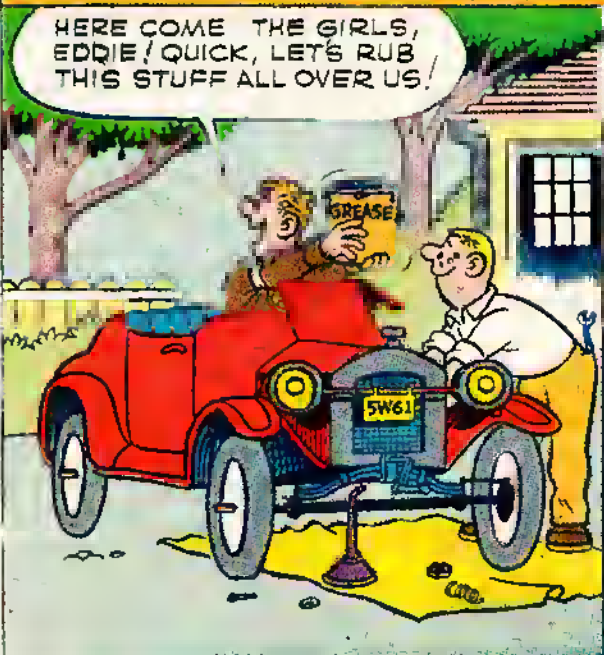
I PICKED UP A TRICKY NEW STEP THAT SHOULD REALLY CONFUSE THE BOYS!

THAT'S TERRIFIC, ALICE! IT'LL MAKE THEM LOOK LIKE CLUMSY FOOLS!



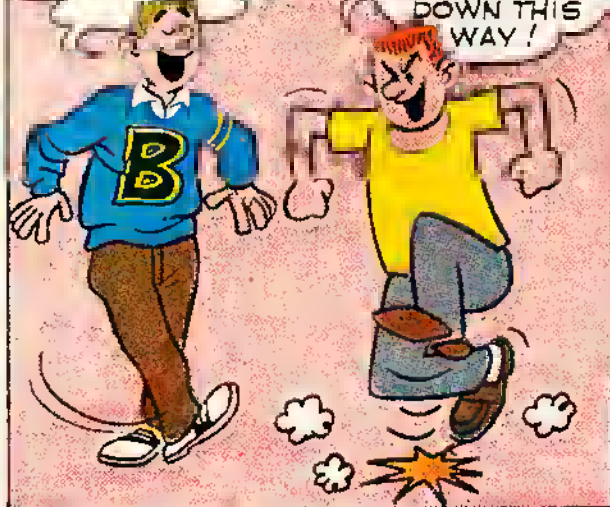
WHAT GIRLS SUSPECT ABOUT BOYS

HERE COME THE GIRLS, EDDIE! QUICK, LET'S RUB THIS STUFF ALL OVER US!



THOSE GIRLS AT THE DANCE REALLY SCREAM WHEN I ACCIDENTALLY KICK THEM IN THE ANKLE

YEAH, BUT IT HURTS EVEN MORE IF YOU BRING YOUR FOOT DOWN THIS WAY!



OTHER SUSPICIONS ABOUT...

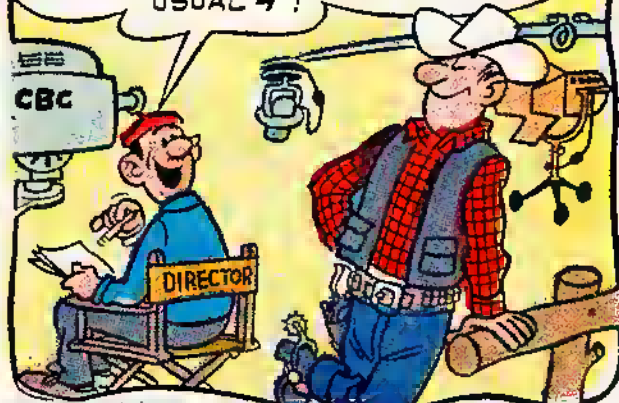
EXAMINATION QUESTIONS

PROF. ZWEISTEIN, THOSE LAST MATH QUESTIONS YOU PREPARED FOR US WERE LULUS! HOW ABOUT SENDING US SOME MORE TOUGHIES?



TV WESTERN

THIS WEEK, I HAVE AN ENTIRELY NEW IDEA FOR A SHOW. YOU'LL SHOOT 5 GUYS INSTEAD OF THE USUAL 4!

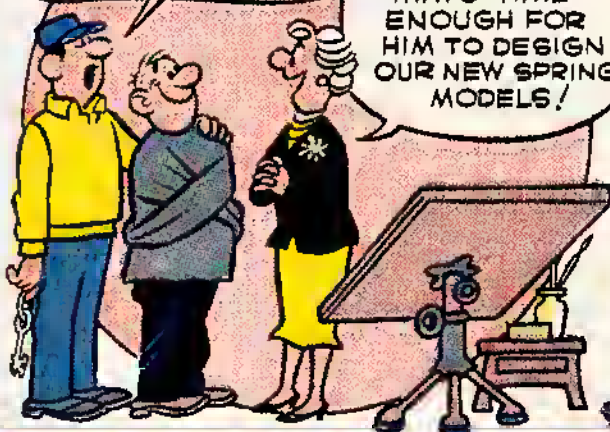


DRESS DESIGNERS

YOU CAN HAVE HIM FOR 2 HOURS, MAM!

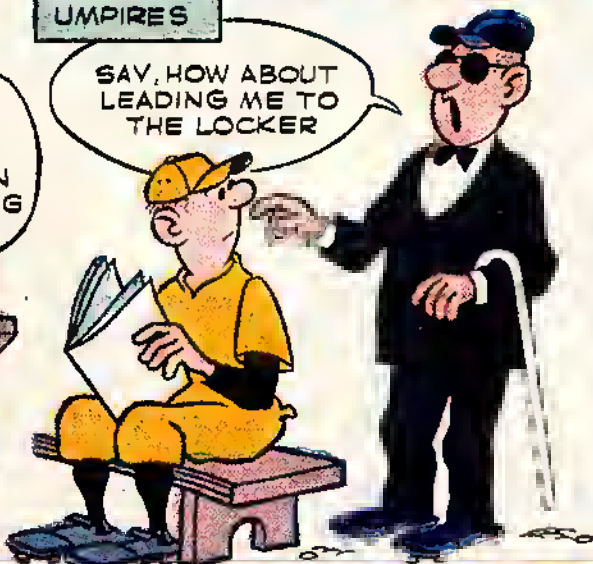
DIGBY DRESS CO.

THANK YOU! THAT'S TIME ENOUGH FOR HIM TO DESIGN OUR NEW SPRING MODELS!



UMPIRES

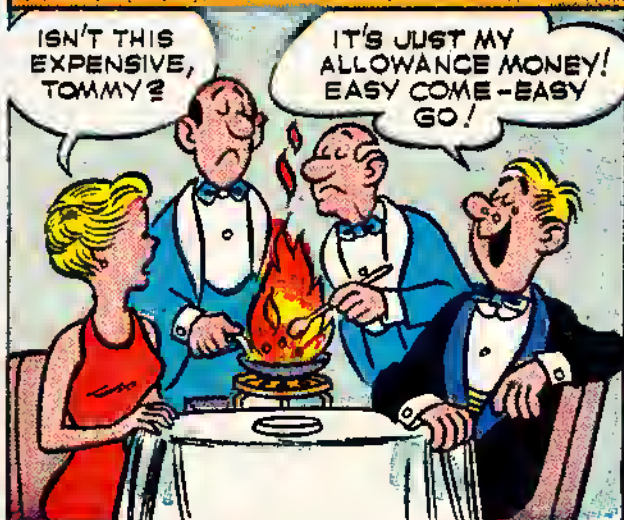
SAY, HOW ABOUT LEADING ME TO THE LOCKER



WHAT PARENTS SUSPECT ABOUT THEIR SONS AND DAUGHTERS.....

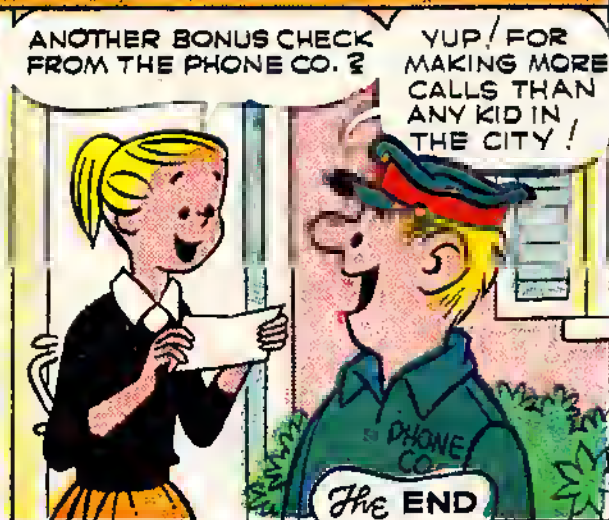
ISN'T THIS EXPENSIVE, TOMMY?

IT'S JUST MY ALLOWANCE MONEY! EASY COME-EASY GO!



ANOTHER BONUS CHECK FROM THE PHONE CO.?

YUP! FOR MAKING MORE CALLS THAN ANY KID IN THE CITY!



BETTY SAYS:

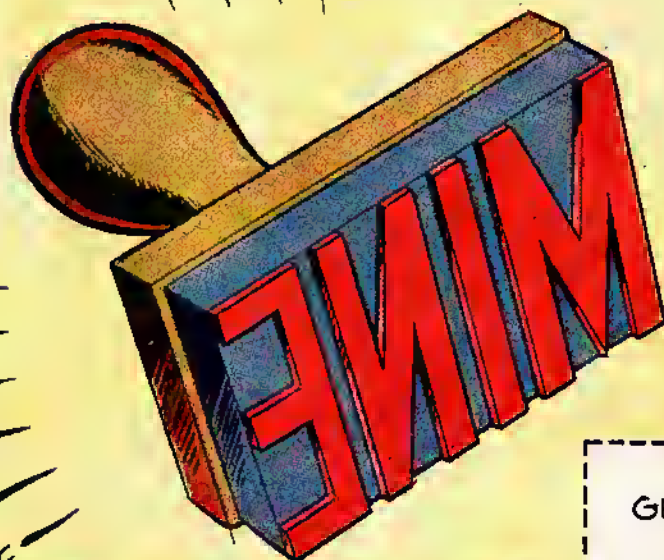
GIRLS! GIRLS! GIRLS!

ARE YOU TIRED OF GOING TO PARTIES
AND WATCHING SOMEBODY STEAL YOUR
BOY FRIEND? ARE YOU TIRED OF
PLAYING "TUG-OF-WAR" FOR EVERY
GUY WHO SWINGS YOUR WAY?

IF SO, THEN SEND FOR OUR LATEST,
GREATEST INVENTION! THE--

MADHOUSE

DATE-MARKER



• USE IT TO LABEL YOUR
DATE AT PICNICS,
PARTIES, AND PROMS!

• INDELIBLE - WILL
ABSOLUTELY NOT
RUB OFF!!

• ALSO AVAILABLE WITH
THESE MESSAGES:

OURS
THEIRS
YOURS
AND
ECCH

BEFORE

AFTER

MINE



GENTLEMEN--

I WANT TO PROTECT
MY BOY FRIENDS! RUSH
ME A MADHOUSE DATE-
MARKER! ENCLOSED IS
\$43,267.98 IN GENUINE
DUTCH GULDEN!

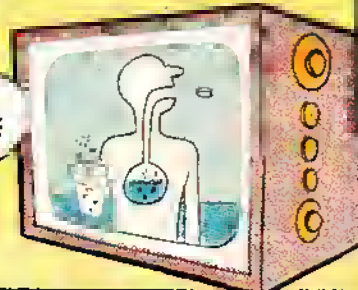
NAME _____

ADDRESS _____

AGE (IN HOURS) _____



HAVE YOU NOTICED HOW MOST TV PROGRAMS LOOK LIKE CARBON COPIES OF EACH OTHER? I'D LIKE TO OFFER SOME IDEAS ON-----



HOW TO IMPROVE TV

ALL WESTERNS FEATURE *THE FASTEST GUN*.. **SO** HOW ABOUT A WESTERN FEATURING *THE SLOWEST GUN* ?

WHO AM I DRAWING AGAINST, TODAY?

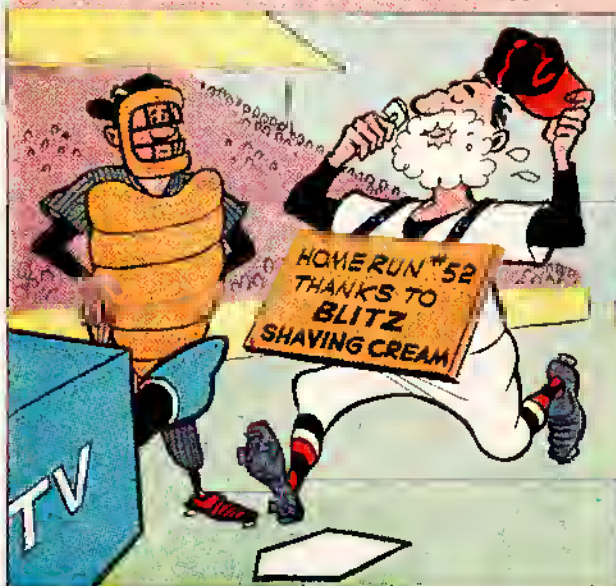
AT 12:15 YOU TAKE ON THE WINGO KID, AT 12:30 QUICK DRAW HOPKINS, AT 12:45

SCORE CARD

STRANGER, I DONT DRAW WITH NOBODY 'LESS I GET A FULL 30 SECOND START!

ONLY THE HEROES ARE ALLOWED TO USE THE SPONSOR'S PRODUCT...

SO HOW ABOUT A NEW APPROACH FOR A CHANGE ?



BELIEVE ME, AFTER A TRIP TO THE SHOWERS THERE'S NOTHING LIKE A REFRESHING BLITZ SHAVE!

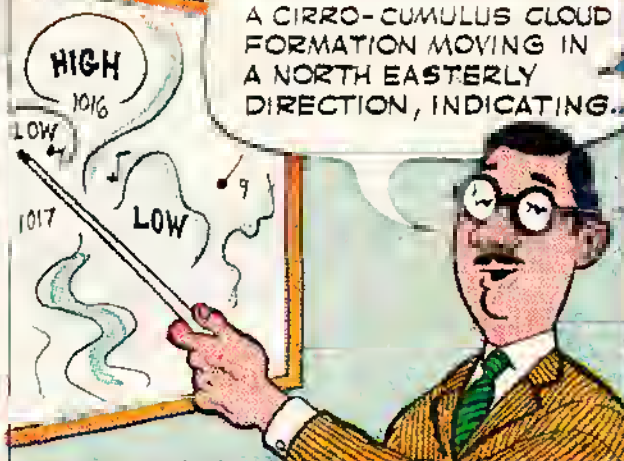


DOES THIS TYPE OF WEATHER SHOW
LOOK OVERLY FAMILIAR?

SO

HOW ABOUT ONE THAT REALLY
TELLS YOU WHAT THE WEATHER
IS GOING TO BE LIKE?

YOU'LL NOTICE THERE'S
A CIRRO-CUMULUS CLOUD
FORMATION MOVING IN
A NORTH EASTERLY
DIRECTION, INDICATING..



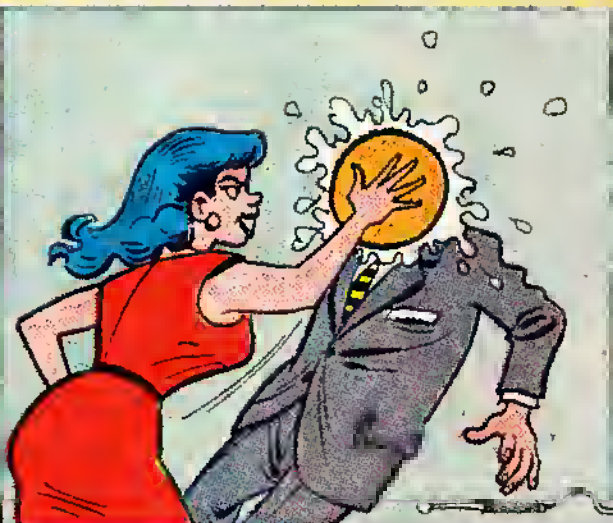
IT'S GOING TO
RAIN, TOMORROW!



THE CONTESTANTS ALWAYS SEEM TO
TAKE A TERRIFIC BEATING ON T.V.....

SO

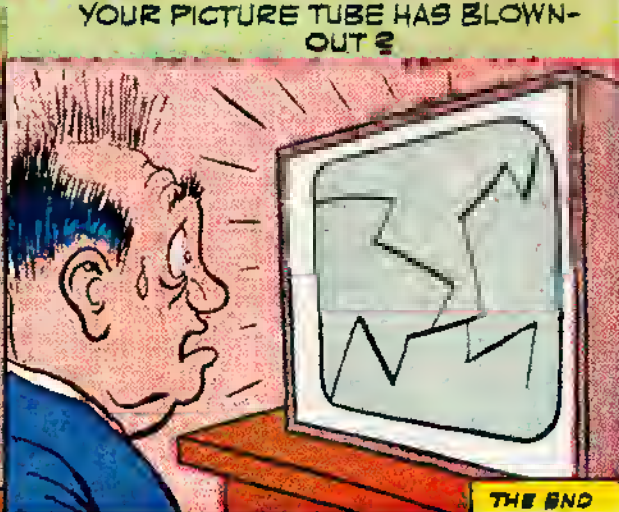
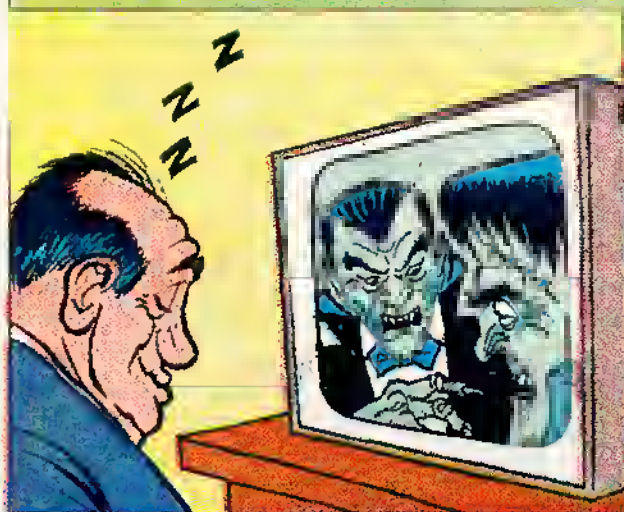
HOW ABOUT PUTTING THE AN-
NOUNCER ON THE RECEIVING END?



MOST HORROR SHOWS ARE PRETTY
BORING.....

SO

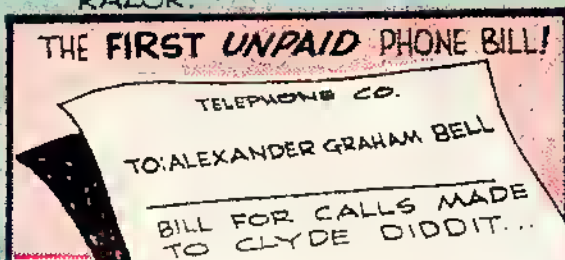
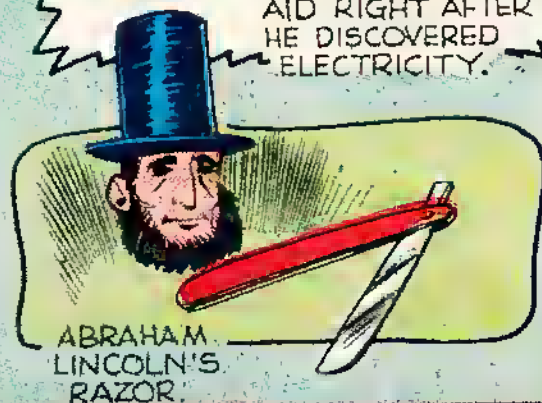
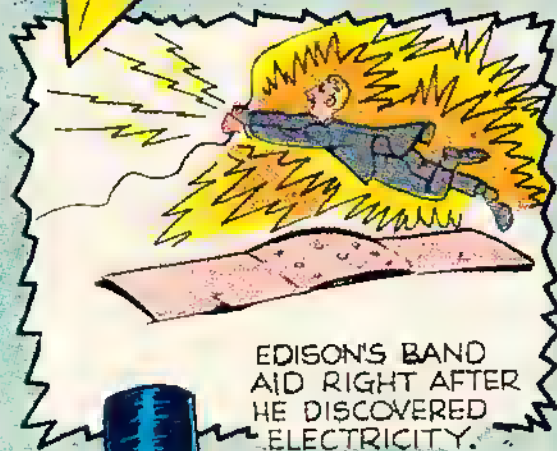
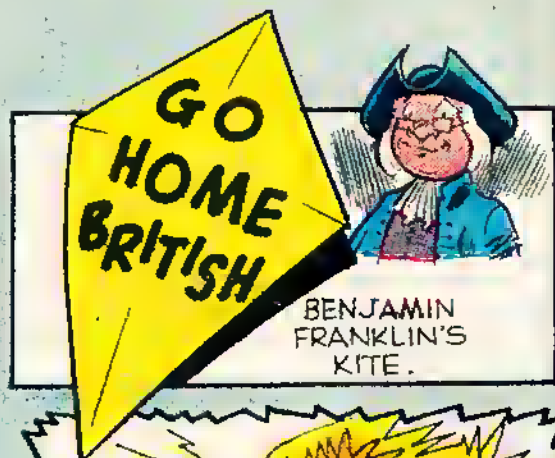
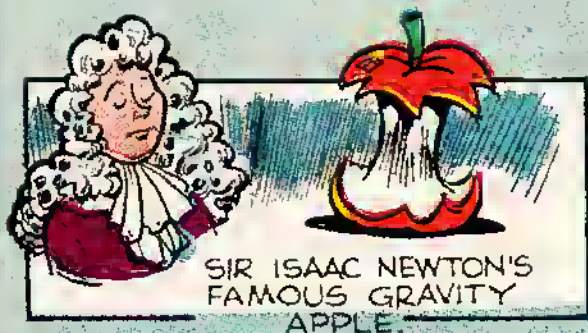
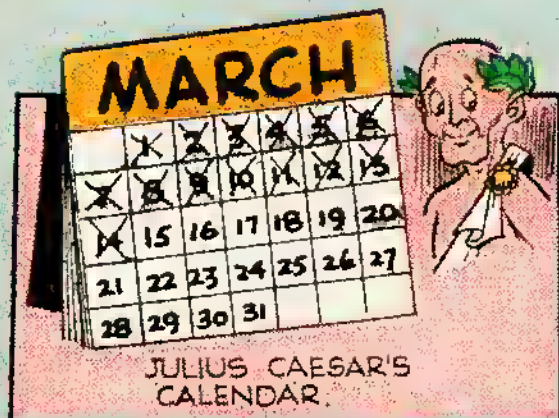
HOW ABOUT A REAL HAIR-RAISER
--A SHOW THAT MAKES YOU THINK
YOUR PICTURE TUBE HAS BLOWN-
OUT?



THE END

MAD HOUSE MUSEUM

HERE ARE SOME OF THE HISTORIC EXHIBITS YOU'LL FIND AT THE MAD HOUSE MUSEUM OR JUNK OTHER MUSEUMS WOULDN'T WANT!



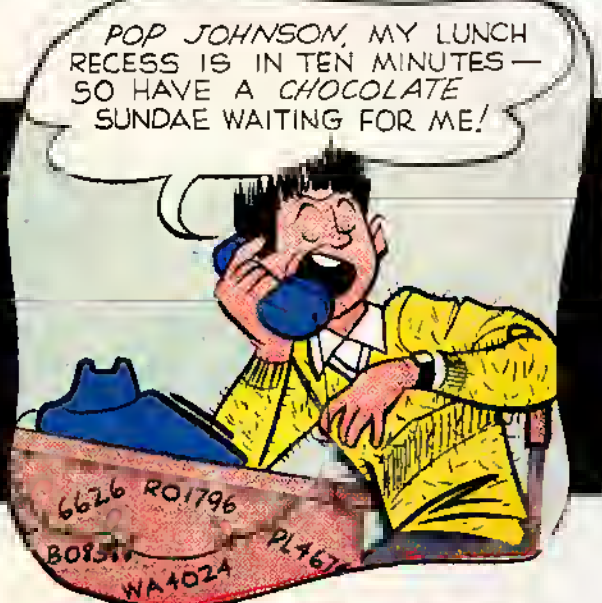
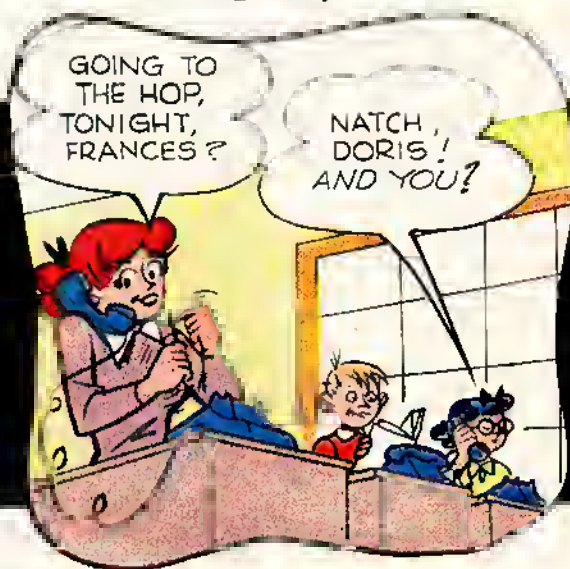
CLASSROOM PHONES!



THERE'S NO STOPPING PROGRESS IN EDUCATION THESE DAYS, AND THE NEXT LOGICAL STEP AS MAD HOUSE SEES IT IS THE INSTALLING OF TELEPHONES BY EVERY CLASSROOM DESK!

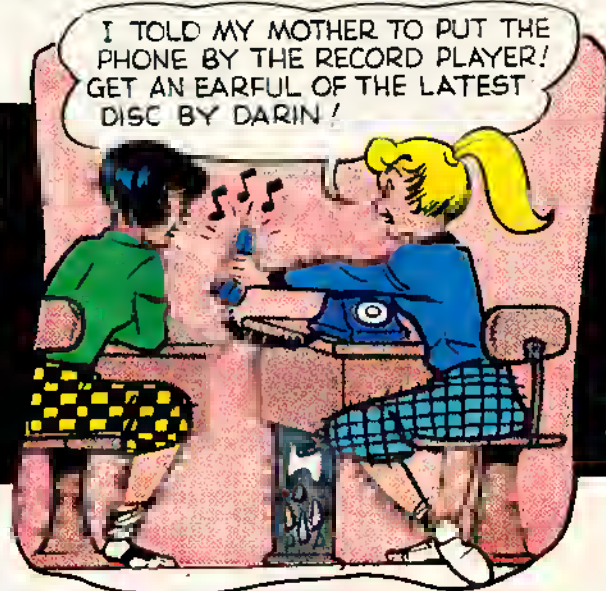
CLASSROOM PHONES WOULD DO AWAY WITH *SNEAKY NOTE PASSING*.

CLASSROOM PHONES WOULD BRING ABOUT A TREMENDOUS SAVING IN TIME.



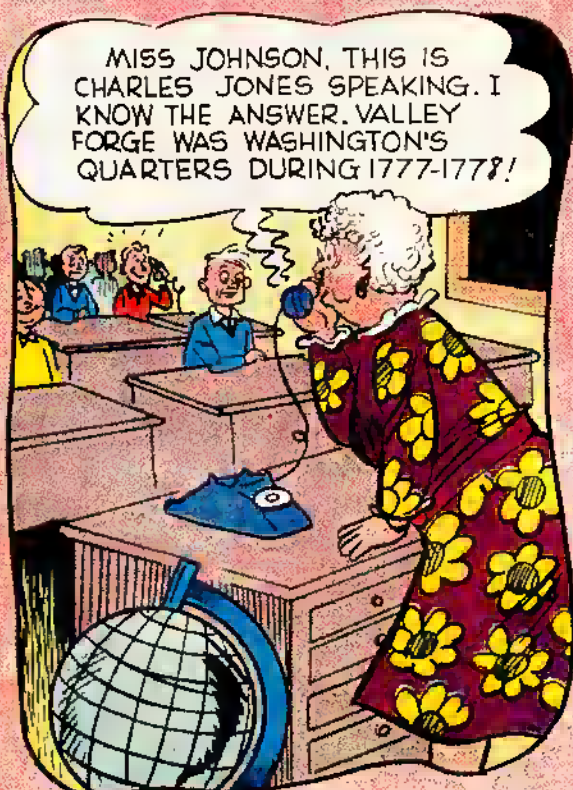
OTHER ADVANTAGES WOULD BE LIMITED ONLY BY THE IMAGINATION OF THE STUDENTS.

OF COURSE, THE PHONES MIGHT TEMPT THE SCHOOL GOSSIP COLUMNIST TO DO SOME WIRE-TAPPING.



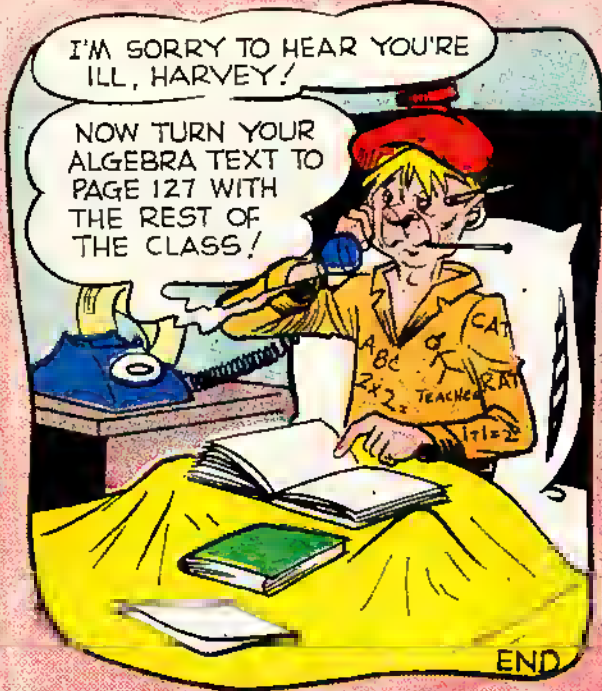
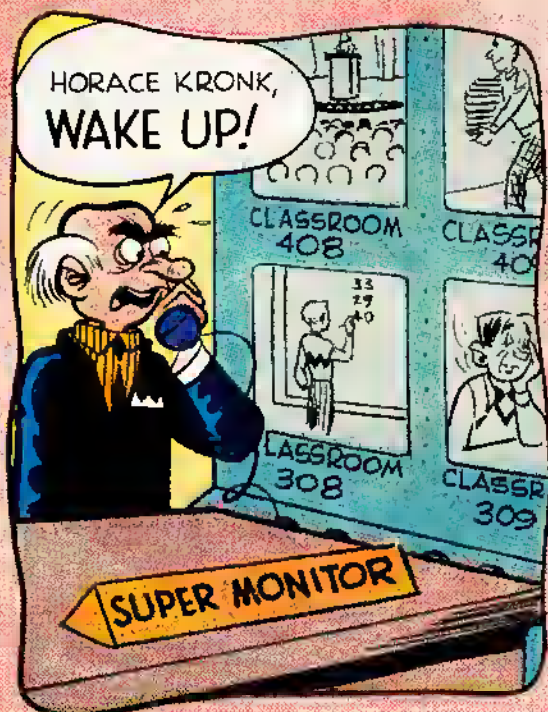
CLASSROOM QUESTIONS COULD BE EASILY ANSWERED WITH NO UNNECESSARY HAND-WAVING OR RAISING OF THE VOICE.

PITY THE POOR TEACHER IN AN ALL-GIRLS SCHOOL.



COMBINED WITH CLOSED CIRCUIT TO THE CLASSROOM PHONE COULD HAVE SOME DRAWBACKS.

BUT THE BIGGEST DISADVANTAGE MIGHT BE...



MR. WEATHERBEE PRESENTS--

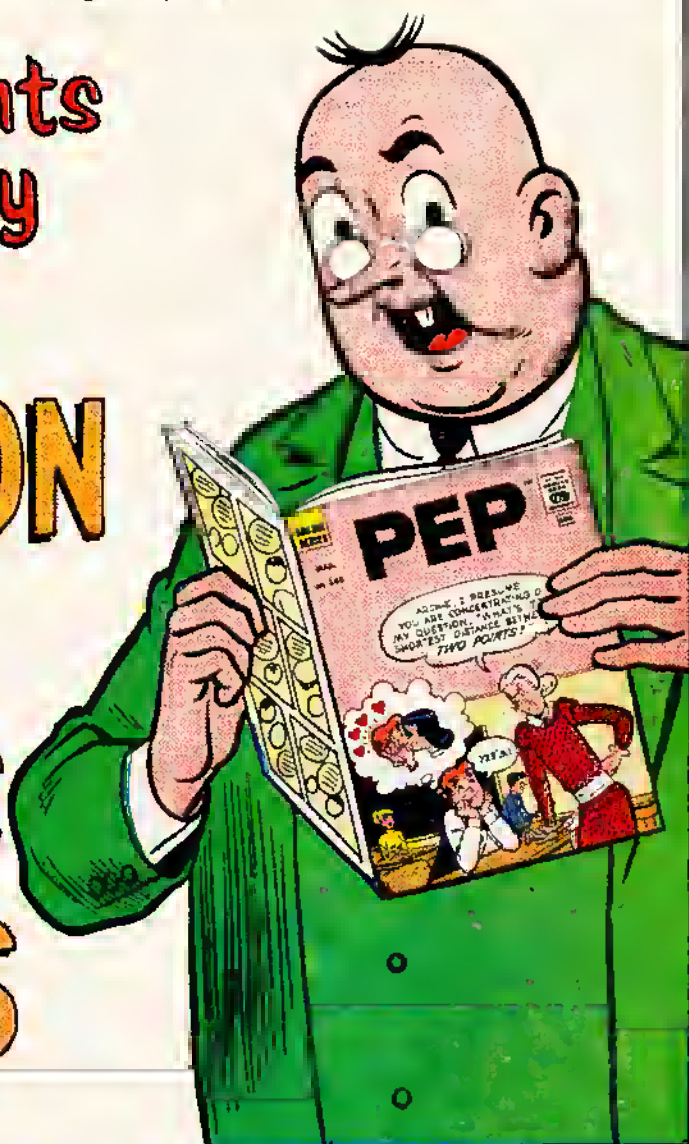
Great Moments in History

The

INVENTION

of

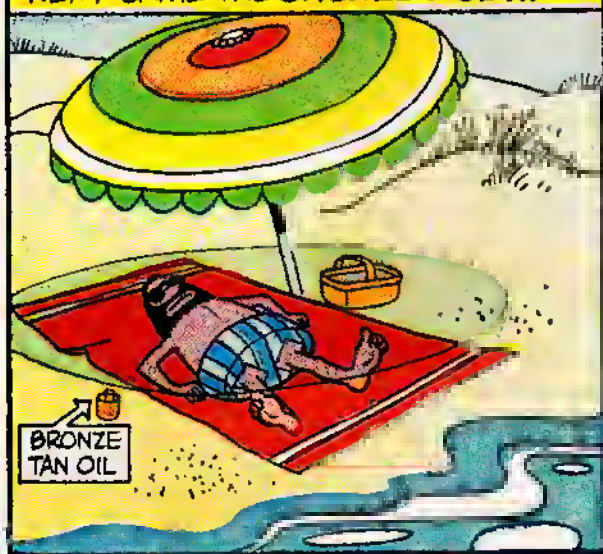
COMIC BOOKS



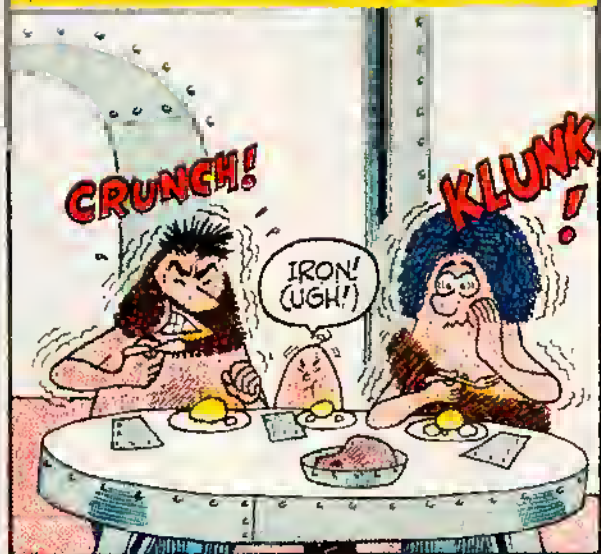
THE STORY OF MANKIND CAN BE DIVIDED INTO SEVERAL IMPORTANT PHASES. FIRST CAME THE **STONE AGE**...



NEXT CAME THE **BRONZE AGE**...



THEN CAME THE **IRON AGE...**



AND FINALLY CAME THE **COMIC BOOK AGE...**



BEFORE THE COMIC BOOK AGE, PEOPLE DIDN'T DO MUCH READING, SINCE THE ART OF **PRINTING** HAD NOT YET BEEN DEVELOPED...

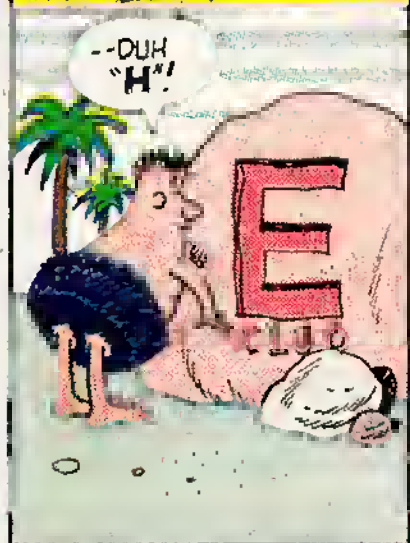
SHULZ'S PRINTING SHOP



WITHOUT BOOKS, PEOPLE HAD TO READ THINGS LIKE ALPHABET SOUP...



EYE CHARTS...



SIGNS...



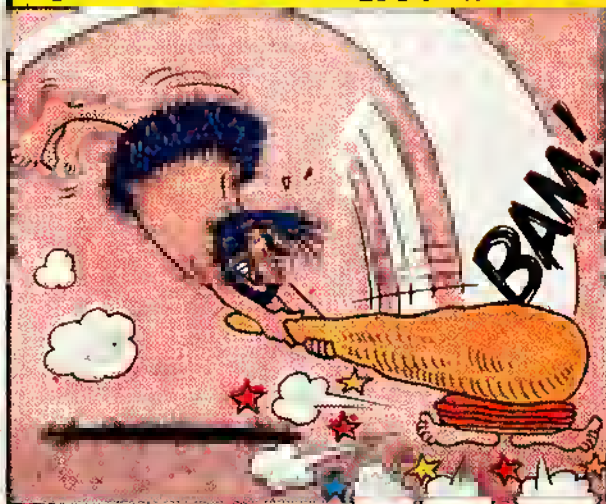
AND CHINESE FORTUNE COOKIES...



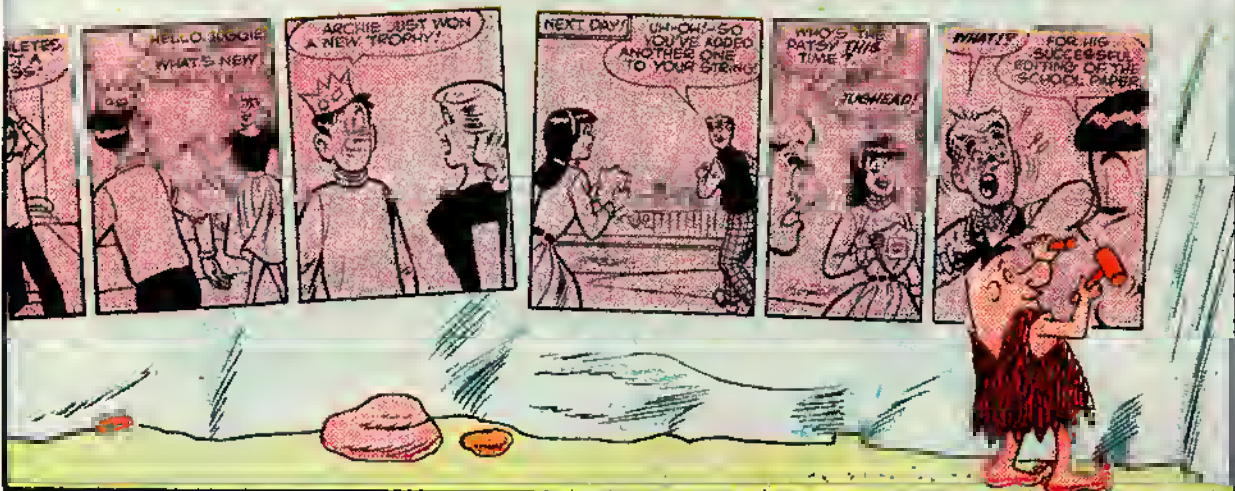
BUT ONE DAY, A YOUNG MAN NAMED **ROBERT BOBWHITE** BEGAN DRAWING CARTOONS ON HIS CAVE WALL...



HIS FATHER'S ATTITUDE WAS TYPICAL OF ANY PROUD PARENT--HE GAVE ROBERT A TERRIBLE CLOUT...



AFTER THAT, ROBERT DECIDED TO PRACTICE HIS CARTOONING **OUTSIDE** THE CAVE...SO HE BEGAN CHISELING ON BIG SLABS OF ROCK...

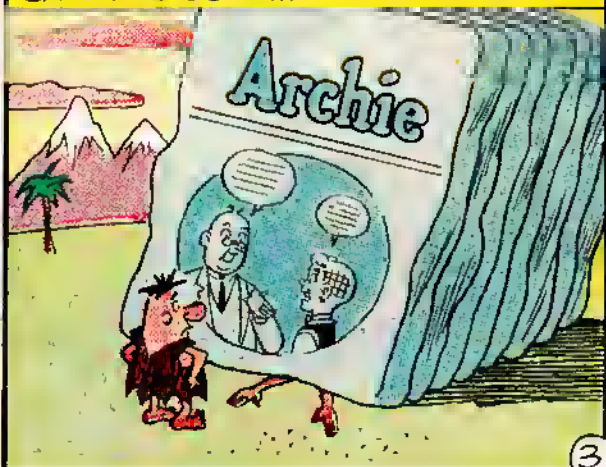


TO GO WITH THE PICTURES, HE MADE UP LITTLE STORIES ABOUT HIS FRIENDS.

"JUST THEN, JUGHEAD TRIPPED OVER MR. WEATHER-BEE, AND--"



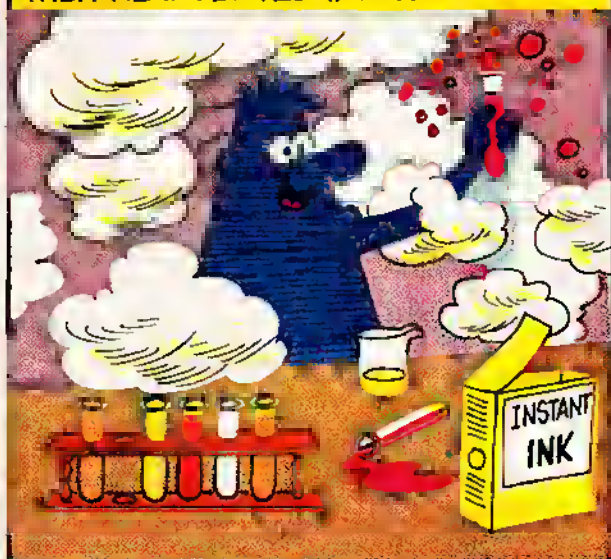
EVERYBODY CAME RUNNING TO ENJOY ROBERT'S CARTOONS. THEY WERE VERY POPULAR, BUT TOO HEAVY TO CARRY AROUND...



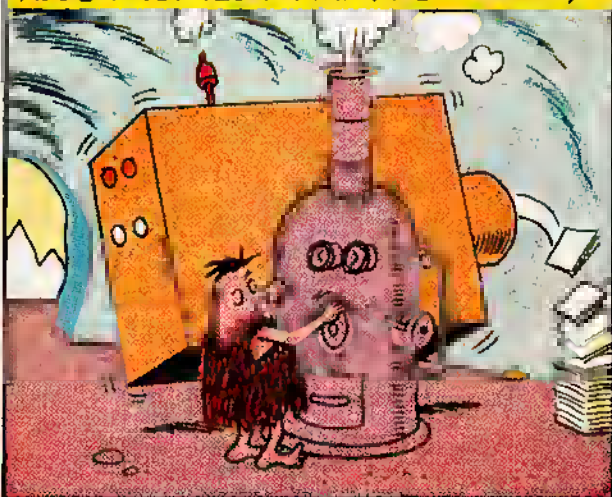
ROBERT THOUGHT AND THOUGHT-AND
GOT A BRILLIANT IDEA... SO HE
INVENTED PAPER...



THEN HE INVENTED INK...



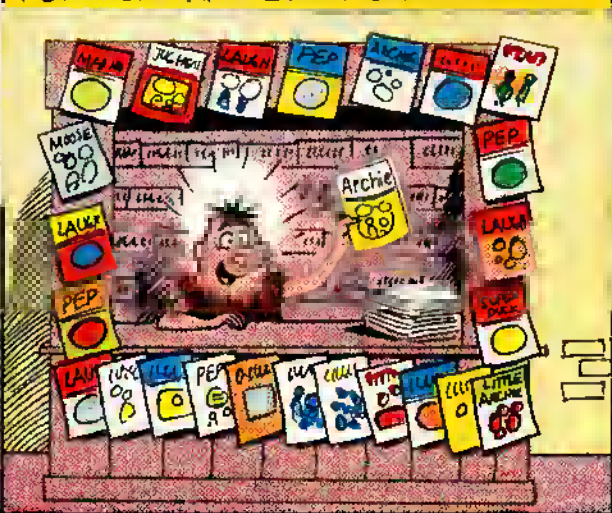
THEN HE PRINTED HIS CARTOONS ON
THE PAPER WITH THE INK... (AFTER HE
ALSO INVENTED A PRINTING PRESS.)



THEN HE TALKED THE TREASURY DEPT.
INTO MINTING DIMES SO THAT PEOPLE
COULD BUY HIS MAGAZINES...



THAT IS WHY PEOPLE EVERYWHERE CAN
NOW READ AND ENJOY COMIC BOOKS...



TODAY, THE FUNNIEST AND THE MOST
POPULAR COMIC BOOK IS...

(FOR THE ANSWER TO
THIS.. TURN TO THE
COVER OF THIS
MAGAZINE AND READ
THE TITLE VERY
CAREFULLY...)

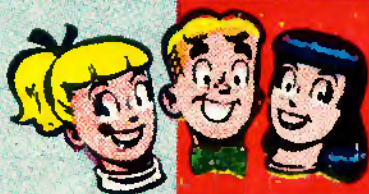
**THAT'S RIGHT!
YOU GUESSED IT!**

TAKE THIS **FREE** GIFT...



3

**FABULOUS
BALLPOINT
PENS**



WHEN YOU
SEND FOR

1 FULL YEAR OF

**Archie's
PALS 'N' GALS**

To all Archie fans—now you can get 3 super ballpoint pens (banker's approved) plus 1 full year of the giant-size PALS 'N' GALS... all for only \$1.

SPECIAL
All for
only **\$1**

**EACH BIG ISSUE COMES TO
YOUR HOME REGULARLY!
FOR 1 YEAR**

Your 3 super ballpoint pens will be sent to you the same day we receive your coupon. So act right now—Mail Coupon Today!

**MAIL COUPON
NOW FOR
3 FREE
BALL POINT PENS
AND
1 FULL YEAR
OF ARCHIE'S
PALS 'N' GALS**

ARCHIE'S PALS 'N' GALS

241 Church Street New York 13, N. Y.

Here's my \$1.00 (Canada \$1.50). Please rush my 3 ballpoint pens free, and enter my full year subscription for Archie's Pals 'N' Gals (published every 3 months).

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



VERONICA ASKS YOU TO

GUESS WHICH ONE..



....IS GOING TO BE GIVEN A QUARTER
TO LEAVE THE ROOM.



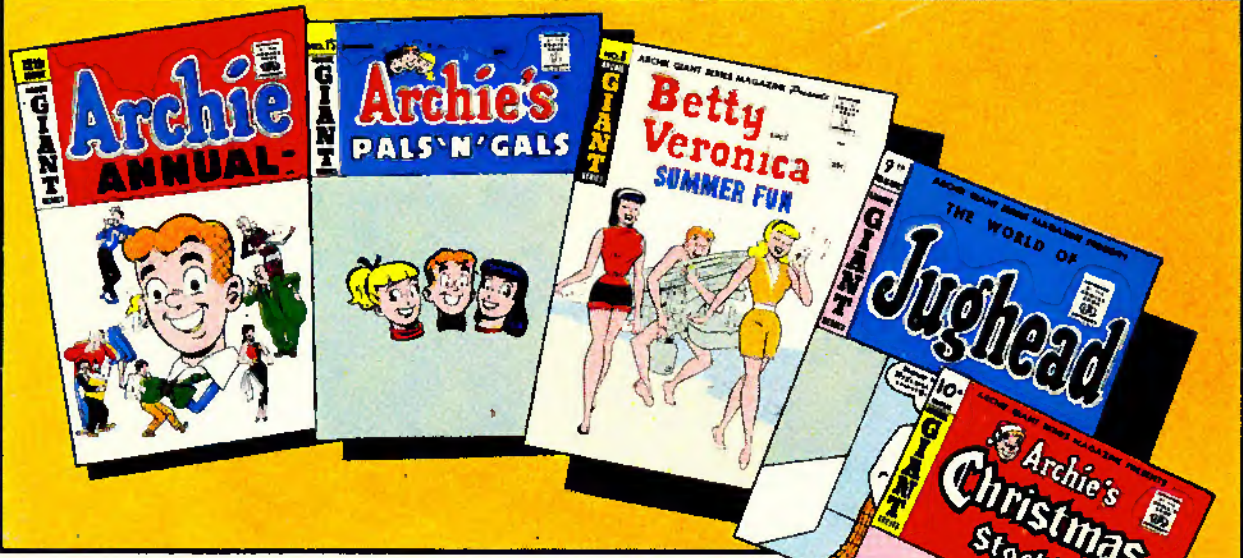
... BORROWED HIS BROTHER'S TUX.



.... JUST FOUND OUT HIS DATE'S
FATHER HATES ROCK 'N' ROLL.



.... JUST FELL IN LOVE FOR THE
FIRST TIME.



HERE THEY ARE!

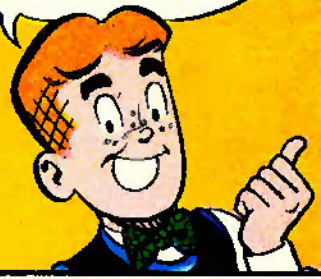
THE BIG BOOKS IN THE NEW

ARCHIE **GIANT** SERIES

EACH GIANT-SIZE EDITION IS CRAMMED WITH PAGE AFTER PAGE OF FUN-FILLED STORIES OF YOUR FAVORITE ARCHIE CHARACTERS THAT YOU WON'T WANT TO MISS! FOLLOW ARCHIE'S ADVICE...

SEND FOR YOUR COPIES NOW!

THIS COUPON
WILL BRING THESE
KING-SIZE COMICS
RIGHT TO YOUR DOOR!
SO DON'T DELAY...
GET THE MOST OF
THE BEST!



SEND TO: **ARCHIE QUARTER COMICS**
241 CHURCH STREET, NEW YORK 13, N.Y.

PLEASE SEND ME THE FOLLOWING GIANT COMICS. I ENCLOSE 25¢ IN COIN (35¢ IN CANADA) FOR EACH TITLE CHECKED BELOW:

<input type="checkbox"/> ARCHIE ANNUAL #12	<input type="checkbox"/> BETTY & VERONICA SUMMER FUN #8
<input type="checkbox"/> PALS 'N' GALS #15	<input type="checkbox"/> KATY KEENE HOLIDAY FUN #7
<input type="checkbox"/> JUGHEAD #9	<input type="checkbox"/> KATY KEENE PIN-UP PARADE #13
<input type="checkbox"/> ARCHIE'S CHRISTMAS STOCKING #10	

NAME _____ AGE _____
(PLEASE PRINT)
ADDRESS _____
CITY _____ STATE _____



some scanner known as irving